

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.3	23,180
2	DYNASTY	26.5	22,500
3	AMERICAN MUSIC AWARDS(S)	25.8	21,900
4	DALLAS	25.6	21,730
4	60 MINUTES	25.6	21,730
6	FAMILY TIES	24.8	21,060
7	A TEAM	24.0	20,380
8	ABC MONDAY NIGHT MOVIE#	23.1	19,610
9	SIMON & SIMON	22.5	19,100
10	HOTEL#	22.4	19,020
10	KNOTS LANDING	22.4	19,020
12	CBS SPECIAL MOVIE PRESENT.(S)	21.8	18,510
12	NBC MONDAY NIGHT MOVIES	21.8	18,510
14	MURDER, SHE WROTE	21.0	17,830
14	RIPTIDE	21.0	17,830
16	CRAZY LIKE A FOX#	20.7	17,570
17	FALCON CREST	20.2	17,150
17	HIGHWAY TO HEAVEN	20.2	17,150

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.8	48,530
2	AMERICAN MUSIC AWARDS(S)	21.7	48,160
3	FAMILY TIES	19.6	43,580
4	A TEAM	18.5	41,070
5	CBS SPECIAL MOVIE PRESENT.(S)	16.2	36,130
6	DYNASTY	16.2	36,070
7	60 MINUTES	15.7	34,890
8	TV BLOOPERS & PRAC. JOKES#	15.3	34,010
9	NBC MONDAY NIGHT MOVIES	15.1	33,630
10	RIPTIDE	14.8	32,920
11	DALLAS	14.8	32,810
12	SIMON & SIMON	14.4	32,040
13	HIGHWAY TO HEAVEN	14.4	32,020
14	KNIGHT RIDER	14.4	32,000
15	CHEERS	14.2	31,600
16	ABC MONDAY NIGHT MOVIE#	13.7	30,490
17	KNOTS LANDING	13.6	30,180

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	23.9	21,170
2	BILL COSBY SHOW	23.3	20,640
3	AMERICAN MUSIC AWARDS(S)	21.6	19,150
4	DALLAS	21.6	19,140
5	ABC MONDAY NIGHT MOVIE#	21.1	18,660
6	FAMILY TIES	20.4	18,100
6	HOTEL#	20.4	18,100
8	KNOTS LANDING	20.3	17,950
9	CBS SPECIAL MOVIE PRESENT.(S)	18.7	16,590
9	60 MINUTES	18.7	16,590
11	HIGHWAY TO HEAVEN	18.1	16,030
12	A TEAM	17.8	15,760
13	SIMON & SIMON	17.6	15,630
14	TV BLOOPERS & PRAC. JOKES#	17.5	15,510
15	FALCON CREST	17.4	15,400
16	MURDER, SHE WROTE	16.7	14,800
17	TRAPPER JOHN, M.D.#	16.4	14,550

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	20.4	16,320
2	NBC MONDAY NIGHT MOVIES	18.6	14,850
3	AMERICAN MUSIC AWARDS(S)	17.7	14,130
4	A TEAM	16.8	13,430
5	BILL COSBY SHOW	16.4	13,090
6	CBS SPECIAL MOVIE PRESENT.(S)	16.3	13,050
7	AIRWOLF	14.5	11,600
8	ABC SUNDAY NIGHT MOVIE	14.5	11,590
9	RIPTIDE	14.4	11,510
10	FAMILY TIES	14.2	11,380
11	SIMON & SIMON	14.2	11,320
12	DALLAS	14.1	11,270
13	CRAZY LIKE A FOX#	13.8	11,010
13	DYNASTY	13.8	11,010
15	REMINGTON STEELE	13.3	10,650
16	MURDER, SHE WROTE	13.2	10,530
17	HILL STREET BLUES	12.6	10,090
17	TRAPPER JOHN, M.D.#	12.6	10,090

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMERICAN MUSIC AWARDS(S)	24.3	13,560
2	BILL COSBY SHOW	22.5	12,570
3	DYNASTY	22.2	12,360
4	FAMILY TIES	21.2	11,830
5	ABC MONDAY NIGHT MOVIE#	20.3	11,330
6	TV BLOOPERS & PRAC. JOKES#	19.0	10,620
7	KNOTS LANDING	18.4	10,240
8	CBS SPECIAL MOVIE PRESENT.(S)	17.6	9,830
9	DALLAS	17.3	9,660
10	CHEERS	17.3	9,630
11	ABC SUNDAY NIGHT MOVIE	17.2	9,600
12	HOTEL#	17.0	9,460
13	RIPTIDE	16.8	9,350
14	HILL STREET BLUES	16.7	9,320
15	A TEAM	16.3	9,090
16	ST. ELSEWHERE#	15.5	8,670
17	NBC MONDAY NIGHT MOVIES	15.2	8,500

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.5	8,570
2	DALLAS	31.1	8,470
3	DYNASTY	27.6	7,510
4	FALCON CREST	26.8	7,290
5	HOTEL#	26.4	7,190
6	MURDER, SHE WROTE	26.0	7,090
7	LOVE BOAT	24.7	6,730
8	TRAPPER JOHN, M.D.#	24.4	6,650
9	BILL COSBY SHOW	24.3	6,620
10	KNOTS LANDING	23.9	6,510
11	CRAZY LIKE A FOX#	23.7	6,460
12	HIGHWAY TO HEAVEN	23.5	6,400
13	R.KENNEDY & HIS TIMES,PT3(S)	23.4	6,370
14	ABC MONDAY NIGHT MOVIE#	22.9	6,230
15	SIMON & SIMON	22.7	6,190
16	A TEAM	21.3	5,810

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMERICAN MUSIC AWARDS(S)	21.0	11,350
2	NBC MONDAY NIGHT MOVIES	17.2	9,270
3	A TEAM	16.2	8,780
4	BILL COSBY SHOW	16.2	8,760
5	60 MINUTES	16.0	8,630
6	ABC SUNDAY NIGHT MOVIE	15.0	8,120
7	CBS SPECIAL MOVIE PRESENT.(S)	14.9	8,080
8	RIPTIDE	14.9	8,040
9	MIAMI VICE	14.7	7,940
10	AIRWOLF	14.6	7,900
11	FAMILY TIES	14.5	7,840
12	HILL STREET BLUES	14.4	7,780
13	REMINGTON STEELE	14.3	7,720
14	CHEERS	12.6	6,820
15	NIGHT COURT	12.0	6,500
16	KNIGHT RIDER	12.0	6,470
17	NBA ALLSTAR GAME(S)	11.7	6,350
18	SIMON & SIMON	11.4	6,170

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.7	6,560
2	DALLAS	23.0	4,760
3	NBC MONDAY NIGHT MOVIES	21.4	4,430
4	MURDER, SHE WROTE	21.0	4,350
5	SIMON & SIMON	20.8	4,300
6	DYNASTY	20.2	4,170
7	CRAZY LIKE A FOX#	20.1	4,160
8	R.KENNEDY & HIS TIMES,PT3(S)	19.7	4,080
9	A TEAM	19.5	4,030
10	HIGHWAY TO HEAVEN	19.3	3,980
11	CBS EVENING NEWS-RATHER	19.0	3,930
12	MAGNUM, P.I.	18.9	3,900
13	TRAPPER JOHN, M.D.#	18.2	3,770
14	R.KENNEDY & HIS TIMES,PT2(S)	18.2	3,760
15	CBS SPECIAL MOVIE PRESENT.(S)	18.1	3,750
16	LOVE BOAT	17.9	3,710
17	HOTEL#	17.9	3,700
18	FALCON CREST	17.7	3,650

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
*EVENING																																	
A TEAM																																	
	TUE.	8.00P	60	NBC	A	17	211	208	A 24.0	34	2038	2015	704	332	774	218	447	413	391	284	659	236	431	407	316	198	204	77	378	265			
		8.00 - 8.30				99	99		B 22.3	34	1893	1941	679	274	735	236	436	408	363	252	691	243	441	406	336	209	187	65	328	227			
		8.30 - 9.00							A 23.2	33	1970	2018	697	320	769	214	430	409	386	293	664	234	432	407	321	206	200	75	385	264			
									A 24.9	35	2114	1996	708	342	775	220	459	413	393	278	650	233	427	404	309	189	204	78	367	265			
ABC BUSINESS BRIEF-MON																																	
2	MON.	8.58P	1	ABC	N	7	199		A 16.9	23	1435	1872	805	345	944	346	579	507	386	328	582	221	317	332	225	237	114	36v	232	127v			
							97		B 17.2	25	1460	1719	617	261	683	234	427	379	339	214	769	313	493	419	337	226	115	45	152	99			
ABC BUSINESS BRIEF-WED																																	
1	WED.	8.58P	1	ABC	N	17	207	200	A 20.4	29	1732	1849	782	318	847	301	507	427	348	305	601	185	348	347	307	209	122	45v	279	195			
2	WED.	8.32P	1			99	99		B 21.2	31	1800	1800	718	279	808	294	474	390	342	295	632	242	393	340	273	203	128	56	232	147			
ABC BUSINESS BRIEF-FRI																																	
	FRI.	8.42P	1	ABC	N	17	207	207	A 17.5	26	1486	1825	793	359	913	296	500	447	402	363	451	148	247	263	228	159	113	84v	348	211			
						99	99		B 17.2	27	1460	1809	774	334	870	293	483	452	391	327	467	148	257	257	230	172	149	87	323	208			
ABC MONDAY NIGHT MOVIE																																	
2	MON.	9.00P	120	ABC	FF	5	205	99	A 23.1	33	1961	1555	826	397	951	353	576	500	409	319	443	180	270	222	174	159	143	116v	18v	12v			
		9.00 - 9.30							B 17.9	28	1520	1603	784	322	877	285	513	478	431	295	547	181	313	279	260	188	111	68	68	49			
		9.30 - 10.00							A 21.8	30	1851	1577	804	365	927	334	544	481	388	335	446	175	246	219	175	172	168	124v	36v	36v			
		10.00 - 1																															

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-34	35-64	65+	TOTAL	18-34	18-49	25-54	35-64	65+	TOTAL FEM.	TOTAL M.				
EVENING CONT'D																																
BERRENGER'S SAT. 10.00P 60 NBC GD						6	198	195	A	9.3	16	790	1803	728	382	817	265	484	456	397	260	543	206	368	339	294	139A	265	157A	178	124	
10.00 - 10.30									B	10.3	17	874	1748	764	356	830	289	504	465	393	258	521	197	330	302	259	151	195	128	202	155	
10.30 - 11.00									A	9.4	16	798	1898	740	379	827	277	489	463	395	264	556	207	380	355	305	142A	282	166	233	170	
BILL COSBY SHOW THU. 8.00P 30 NBC CS						20	205	205	A	27.3	39	2318	2094	769	346	892	304	542	492	410	287	528	205	354	320	277	137A	248	148A	116A	74A	
CAGNEY & LACEY MON. 10.00P 60 CBS OP						15	203	206	B	22.8	35	1936	2054	778	344	877	328	546	489	388	269	565	230	377	324	256	155	296	168	341	238	
10.00 - 10.30									A	13.8	21	1172	1391	720	290	793	203	376	365	365	369	563	220	370	335	258	154	276	155	338	227	
10.30 - 11.00									B	17.3	28	1469	1436	751	300	849	274	467	425	382	331	471	138	252	250	225	191	96A	42A	31A	31A	
CALL TO GLORY 1 TUE. 10.00P 60 ABC GD						3	206		A	13.8	21	1172	1399	719	284	787	208	373	364	355	364	466	152	280	266	231	159	81	48	40	33	
10.00 - 10.30									A	9.6	16	815	1481	639	263A	794	200	377	365	370	371	476	143	256	253	225	194	95A	42A	41A	40A	
10.30 - 11.00									B	10.2	17	866	1512	725	317	780	203A	414	414	423	280A	457	128	242	244	225	186	98A	40A	20V	20V	
CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N						95	205	204	A	9.8	16	832	1549	655	265A	859	328	519	441	374	265	586	188A	327	299A	271A	218A	71V	57V	44V	28V	
CBS EVENING NEWS-SUNDAY SUN. 6.00P 30 CBS N						11	180	183	A	9.3	16	790	1415	623	257A	800	207A	419	415	429	297A	566	157	324	336	309	183	47	29	40	16	
CBS SAT. NEWS-SCHIEFFER 13 178 181									B	13.7	24	1163	1482	692	221	759	196A	410	413	422	263A	621	203A	361	334	296A	218A	79A	66V	49V	27V	
									A	15.1	24	1282	1442	681	196	732	124	291	294	325	405	552	175A	294A	264A	245A	217A	65V	49V	39V	26V	
									B	13.7	24	1163	1482	692	221	747	139	291	293	338	418	588	115	251	248	277	307	53	37A	69	38A	
									A	11.2	19	951	1661	677	183	738	100A	201	244	289	479	771	233	379	402	305	347	98A	55A	54A	16V	
									B	8.8	15	747	1520	670	218	731	114	251	272	333	438	633	159	291	304	290	305	71	37	85	50	
									A	10.7	19	908	1387	660	254	742	179	336	306	314	381	544	110A	221	210	251	288	46A	7V	55A	41A	
SAT. 6.30P 30 CBS N						90	93		B	9.5	18	807	1549	679	230	736	130	202	281	336	415	638	177	296	287	286	297	70	30	105	60	
CBS SPECIAL MOVIE PRESENT(S) 2 SUN. 8.00P 120 CBS FF						207	99		A	21.8	31	1851	1952	805	355	898	279	531	482	422	301	707	225	438	451	367	203	166	108A	181	148	
8.00 - 8.30									A	20.5	29	1740	1971	784	349	885	250	505	471	428	321	700	217	414	432	362	221	172	107A	214	157	
8.30 - 9.00									A	21.3	29	1808	1972	798	355	891	268	530	487	436	294	720	235	446	466	376	201	190	115A	171	141	
9.00 - 9.30									A	22.5	32	1910	1943	818	349	904	286	537	482	416	299	700	226	447	456	361	189	163	109A	176	153	
9.30 - 10.00									A	23.0	33	1953	1907	810	361	898	305	549	483	408	284	696	215	434	438	364	201	148	102A	165	143	
CBS WEDNESDAY NIGHT MOVIE 1 WED. 9.00P 120 CBS FF						16	204	99	A	10.0	15	849	1640	667	243A	802	215A	500	454	436	282A	564	156A	333	351	322	160A	133A	25V	141A	93A	
9.00 - 9.30									B	12.5	20	1061	1667	706	274	775	243	458	410	388	270	627	197	390	376	336	189	129	46	136	91	
9.30 - 10.00									A	9.3	13	790	1667	709	236A	816	195A	468	438	416	330	503	107A	248A	268A	296A	198A	198A	51V	150A	101A	
10.00 - 10.30									A	10.1	15	857	1643	688	245A	803	213A	510	477	422	276A	583	151A	347	357	348	172A	139A	24V	118A	83A	
10.30 - 11.00									A	10.3	16	874	1640	659	267A	794	223A	522	469	450	261A	582	185A	370	387	317	138A	107A	15V	157A	101A	
									A	10.2	17	866	1621	618	224A	793	227A	496	433	447	266A	592	178A	363	390	326	145A	99A	15V	137A	87A	
CHARLES IN CHARGE WED. 8.00P 30 CBS CS						16	202	205	A	14.7	21	1248	1838	668	248	783	302	481	411	309	256	453	154	299	284	220	124	273	155	329	220	
									B	13.5	21	1146	1820	673	283	784	321	502	401	306	247	463	171	304	270	211	133	270	168	303	212	
CHEERS THU. 9.00P 30 NBC CS						18	204	202	A	19.6	28	1664	1899	768	378	871	353	579	499	380	239	581	277	410	366	241	133	248	126	199	148	
									B	19.0	28	1613	1828	763	372	861	371	563	496	357	237	605	279	425	381	260	139	202	110	160	113	
CODE NAME: FOXFIRE 2 FRI. 8.00P 60 NBC A						1	202	99	A	14.9	23	1265	1856	705	254	785	242	496	497	443	232	664	247	405	324	327	217	175A	80A	232	174A	
8.00 - 8.30									B	14.9	23	1265	1856	705	254	785	242	496	497	443	232	664	247	405	324	327	217	175	80	232	174	
8.30 - 9.00									A	14.9	23	1265	1843	693	230	774	233	485	485	435	241	667	251	413	333	326	214	172A	83A	230	176A	
									A	14.9	23	1265	1859	719	279	796	251	506	507	452	224	658	240	398	312	325	221	173A	75A	232	171A	
COVER-UP 1 SAT. 10.00P 60 CBS GD						14	205	99	A	15.0	25	1274	1475	597	272	683	179A	459	441	398	199	598	213	356	382	267	197	113A	27V	81A	81A	
10.00 - 10.30									B	14.1	25	1197	1743	717	286	782	244	488	460	404	249	669	209	430	428	373	194	141	48	151	118	
10.30 - 11.00									A	15.1	24	1282	1491	606	260	671	170A	453	447	392	197	649	217	413	433	317	198	106A	26V	65A	65A	
									A	14.9	25	1265	1451	587	284	692	187A	464	433	402	201	547	212	302	332	215	196A	118A	30V	94A	94A	

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[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
																								TOTAL		18-34		WOMEN 49-54		35-64		55+		TOTAL		18-34		WOMEN 49-54		35-64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																															
R.KENNEDY & HIS TI-CONT'D																																															
1 MON. 8.00P 116 CBS GD 99																																															
8.00 - 8.30 A 14.6 20 1240 1523 712 207 762 119^ 242 300 367 454 591 105^ 259 294 303 289 64^ 37^ 106^ 54^																																															
8.30 - 9.00 A 14.6 20 1240 1392 702 227 749 99^ 214 279 375 463 555 88^ 216 257 275 298 59^ 37^ 29^ 29^																																															
9.00 - 9.30 A 15.3 21 1299 1409 685 225 738 104^ 216 275 367 453 563 121^ 224 255 269 297 66^ 44^ 42^ 42^																																															
9.30 - 10.00 A 15.2 21 1290 1376 657 226 711 104^ 208 260 347 439 554 117^ 209 234 253 304 88^ 46^ 23^ 23^																																															
R.KENNEDY & HIS TIMES,PT3(S)																																															
1 TUE. 9.00P 120 CBS GD 99																																															
9.00 - 9.30 A 16.9 26 1435 1377 667 209 764 153^ 244 289 361 443 540 113^ 200 241 252 285 27^ 10^ 46^ 33^																																															
9.30 - 10.00 A 16.6 24 1409 1383 662 218 760 146^ 223 267 351 455 540 119^ 191 231 244 293 27^ 7^ 56^ 38^																																															
10.00 - 10.30 A 16.9 25 1435 1369 683 239 775 158^ 254 297 368 446 505 101^ 171^210 227 281 32^ 11^ 57^ 39^																																															
10.30 - 11.00 A 17.1 27 1452 1373 664 193 765 158^ 242 287 353 449 548 115^ 218 261 261 278 28^ 13^ 32^ 32^																																															
A 17.0 29 1443 1374 654 184 755 150^ 253 302 365 424 556 112^ 215 262 273 284 20^ 9^ 43^ 23^																																															
REMINGTON STEELE																																															
TUE. 10.00P 60 NBC PD 99 99																																															
10.00 - 10.30 A 19.4 32 1647 1615 739 289 824 293 511 466 392 249 648 260 469 402 323 154 92 47^ 51^ 46^																																															
10.30 - 11.00 B 17.6 30 1494 1602 718 292 785 267 495 471 396 234 636 242 445 403 323 156 108 39 73 51																																															
A 20.0 32 1698 1642 753 297 842 318 533 476 388 245 639 261 462 399 315 148 114 55^ 47^ 47^																																															
A 18.9 32 1605 1571 717 276 798 264 484 453 393 251 651 256 473 402 332 158 68^ 38^ 54^ 45^																																															
RIPLEY'S BELIEVE IT-NOT																																															
SUN. 7.00P 60 ABC U 95 95																																															
7.00 - 7.30 A 11.5 17 976 2127 712 345 808 374 572 439 332 191 770 320 551 504 348 176 213 73^ 336 240																																															
7.30 - 8.00 B 11.5 18 976 2112 706 288 792 315 511 456 363 216 776 317 526 473 353 203 188 64 356 240																																															
A 10.7 16 908 2095 695 336 789 370 548 427 317 186 759 313 533 486 335 185 202 68^ 345 245																																															
A 12.3 17 1044 2142 725 351 823 377 592 450 341 195 775 323 563 517 356 171 219 75^ 325 244																																															
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15 201 200 A 21.0 31 1783 1846 726 338 803 301 524 461 376 224 646 262 450 413 308 150 226 95 171 143																																															
TUE. 9.00P 60 NBC PD 99 99																																															
9.00 - 9.30 B 20.0 30 1698 1753 687 296 757 273 473 442 354 233 662 249 441 412 320 180 173 57 161 115																																															
9.30 - 10.00 A 20.9 30 1774 1903 731 334 806 295 521 458 380 230 649 253 449 413 316 156 230 98 218 180																																															
A 21.1 31 1791 1783 720 341 797 309 526 462 371 217 640 271 451 414 299 139 222 91 124 105																																															
ST. ELSEWHERE																																															
1 WED. 10.00P 60 NBC GD 99																																															
10.00 - 10.30 A 17.0 28 1443 1558 771 382 847 358 599 580 394 199 527 257 362 344 200 136^ 102^ 4^ 82^ 60^																																															
10.30 - 11.00 B 13.7 23 1163 1616 797 358 861 355 590 558 400 216 580 274 441 390 254 113 116 49 59 37																																															
A 17.4 27 1477 1551 766 378 839 352 586 567 392 206 515 246 341 321 197 142^ 108^ 7^ 89^ 58^																																															
A 16.7 28 1418 1550 771 383 850 360 610 587 394 194 532 265 379 368 199 125^ 94^ LT 74^ 62^																																															
SARA																																															
1 WED. 9.30P 30 NBC CS 98																																															
9.30 - 10.00 A 16.6 24 1409 1765 785 369 856 284 545 537 431 247 496 205 318 263 193 162^ 286 140^ 127^ 102^																																															
B 16.5 24 1401 1663 784 368 834 306 543 492 389 236 494 178 324 296 238 143 219 114 116 99																																															
SCARECROW & MRS. KING																																															
2 MON. 8.00P 60 CBS GD 99																																															
8.00 - 8.30 A 17.9 25 1520 1752 775 351 851 275 487 466 352 319 452 156^ 282 258 193 147^ 197 113^ 252 169																																															
8.30 - 9.00 B 17.7 26 1503 1642 772 305 856 247 447 428 389 360 478 128 248 241 240 196 120 69 188 128																																															
A 17.7 25 1503 1690 748 329 824 262 456 437 334 321 428 147^ 264 231 176 146^ 199 114^ 239 158^																																															
A 18.1 25 1537 1808 800 371 877 289 515 491 365 319 476 165 300 284 209 149^ 192 111^ 263 178																																															
SILVER SPOONS																																															
SUN. 7.00P 30 NBC CS 95 95																																															
7.00 - 7.30 A 11.7 17 993 2052 581 381 770 319 513 402 322 238 509 217 349 370 222 115^ 230 197 543 365																																															
B 10.6 16 900 2007 657 281 737 275 462 414 325 233 510 207 335 319 226 133 251 157 509 351																																															
SIMON & SIMON																																															
THU. 9.00P 60 CBS PD 99 98																																															
9.00 - 9.30 A 22.5 32 1910 1677 747 279 819 257 440 409 367 324 593 167 323 326 306 224 126 54^ 139 105																																															
9.30 - 10.00 B 22.0 33 1868 1669 768 278 846 254 461 426 400 337 589 168 329 320 303 219 116 44 118 78																																															
A 21.6 31 1834 1671 728 272 805 250 427 399 365 321 589 152 312 317 314 232 130 56^ 147 113																																															
A 23.3 33 1978 1684 763 284 832 262 449 419 369 329 596 182 334 332 298 218 123 53^ 133 97																																															
60 MINUTES																																															
SUN. 7.00P 60 CBS DN 99 99																																															
7.00 - 7.30 A 25.6 37 2173 1606 718 263 762 141 298 328 376 393 750 199 397 406 379 302 51^ 17^ 43^ 22^																																															
7.30 - 8.00 B 22.4 34 1902 1613 738 289 791 166 334 347 386 400 689 185 353 348 339 286 63 26 70 41																																															
A 24.6 37 2089 1643 727 250 772 136 294 327 378 404 763 201 404 412 384 308 58^ 17^ 50^ 31^																																															
A 26.6 38 2258 1567 812 276 754 146 303 328 371 384 738 201 389 401 369 296 41^ 16^ 34^ 14^																																															
SPORTSBREAK-SAT																																															
SAT. 8.58P 1 CBS SN 98 95																																															
8.58 - 9.25 A 12.8 20 1087 2120 803 350 860 301 566 524 409 237 710 259 469 445 360 195 160 37^ 390 290																																															
B 12.1 20 1027 1998 686 273 760 252 468 442 368 244 721 267 471 435 362 210 156 60 361 249																																															

[illegible]

NBC NEWS AT SUNRISE M-F 6.30A 30 NBC N	90 176 176 95 95	A 2.1 16 178 B 1.9 16 161	1230 540 129^ 1246 671 245	545 123^ 309^270^ 315^236^ 685 107 369 414 441 249	540 191^ 320^315^ 304^168^ 510 163 333 305 250 157	106^ 45^ 39^ LT LT 33 LT
NBC NEWS DIGEST-DAYTIME M-WF 2.57P 1 NBC N	53 198 199 98 98	A 5.1 16 433 B 4.6 15 391	1367 902 263 1369 881 161	1052 368 636 517 466 386 972 329 521 444 419 413	189 85^ 97^ 43^ 83^ 91^ 219 77 91 67 89 112	38^ 22^ 88^ 55 44 123 43
NBC SPECIAL TREAT(S) 1 TUE 4.00P 60 NBC FV	125 80	A 4.2 10 357	1958 595^372^	783 354^ 478^419^ 272^257^	433^206^ 331^253^ 215^ 88^	157^ 34^ 585^ 485^
4.00 - 4.30 4.30 - 5.00		A 3.8 10 323 A 4.6 11 391	1864 572^349^ 2026 612^389^	742^340^ 461^403^ 257^234^ 817 365^ 491^427^ 286^278^	434^229^ 352^258^ 205^ 65^ 428^183^ 310^245^ 225^106^	122^ LT 566^ 462^ 180^ 61^ 601^ 504^
NEWSBREAK-11.57 M-F 11.57A 2 CBS N	93 186 186 91 91	A 8.1 28 688 B 7.4 29 628	1362 727 152 1224 646 141	794 241 400 352 331 359 742 197 328 292 311 374	390 76^ 193 182 198 182 344 79 149 128 133 184	40^ 20^ 138 35^ 31 14 107 35
NEWSBREAK-3.57 M-F 3.57P 2 CBS N	91 189 189 91 91	A 6.5 18 552 B 6.2 19 526	1437 767 165 1260 751 147	832 200 370 337 342 408 845 210 375 333 364 418	270 70^ 138 125 132 111^ 210 40 87 84 110 111	199 92^ 136 81^ 112 56 93 49
ONE LIFE TO LIVE M-F 2.00P 60 ABC DD	85 207 207 99 99	A 8.1 25 688 B 7.5 25 637 A 7.9 24 671 A 8.2 26 696	1243 935 254 1308 825 258 1259 851 253 1239 829 253	936 465 651 509 342 246 934 468 666 516 357 223 958 482 672 514 345 250 930 457 642 510 344 245	171 70^ 93 70^ 55^ 77^ 223 100 132 96 59 86 177 73^ 97 72^ 59^ 80^ 166 68^ 87^ 65^ 47^ 77^	63^ 54^ 73^ 24^ 61 49 90 27 60^ 52^ 64^ 18^ 64^ 56^ 79^ 30^
PRESS YOUR LUCK M-F 10.30A 30 CBS QP	91 170 170 83 84	A 5.7 21 484 B 4.9 20 416	1353 689 183 1298 699 146	774 211 342 272 338 405 799 209 344 301 347 414	363 72^ 163 157 188 174 317 69 136 134 149 156	50^ 25^ 166 41^ 44 23 138 54
PRICE IS RIGHT 1 M-F 11.00A 30 CBS AP	92 207 207 99 99	A 8.1 29 688 B 7.1 29 603	1362 682 162 1238 651 141	764 215 366 315 334 373 748 195 318 281 312 392	385 61^ 185 188 200 188 337 78 145 135 132 174	50^ 25^ 163 39^ 32 13 121 38
PRICE IS RIGHT 2 M-F 11.30A 30 CBS AP	91 207 207 99 99	A 10.2 36 866 B 8.9 35 756	1352 696 155 1238 649 137	772 219 365 326 318 373 745 190 317 288 309 388	392 63^ 177 177 188 201 347 79 145 130 129 189	51^ 22^ 137 39^ 33 14 113 35

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

2	1.30P	30	CBS	CA	62	B	3.9	12	331	1766	571	125	581	316	375	289	129	189	396	148	205	180	101	184	140	78	649	455		
DRAGONS LAIR					19	201	202	A	5.3	17	450	1702	234	49	271	189	215	109	49	56	348	254	268	71	43	67	192	48	891	527
SAT.	10.00A	30	ABC	CA	98	98		B	5.0	17	425	1704	255	68	294	153	213	156	95	75	259	141	208	141	90	45	247	93	904	512
DUNGEONS AND DRAGONS					14	198	199	A	6.8	23	577	1711	272	52	289	151	223	141	80	66	199	96	146	111	77	28	293	139	930	482
SAT.	9.30A	30	CBS	CA	98	98		B	5.8	20	492	1766	268	110	309	171	228	166	87	72	228	128	184	159	79	33	318	124	911	473
FACE THE NATION					18	158	159	A	3.5	10	297	1242	569	236	626	128	246	306	300	320	525	118	228	272	333	253	54	20	37	LT
SUN.	10.30A	30	CBS	CC	90	90		B	3.3	10	280	1247	541	202	569	126	205	213	212	323	571	180	303	309	271	242	33	LT	74	51
GET ALONG GANG					20	204	203	A	4.7	21	399	1298	189	95	189	62	115	115	53	74	121	LT	59	59	59	62	63	63	925	494
SAT.	8.30A	30	CBS	CA	99	99		B	4.2	20	357	1568	254	72	279	141	180	140	78	89	199	61	118	111	93	77	129	79	961	559
HAWAIIAN OPEN GOLF-SAT(S)					159			A	4.8	11	408	1414	504	29	516	22	46	154	306	362	697	109	320	383	455	314	91	27	110	82
2 SAT.	5.08P	82	NBC	SE	90																									
5.00 - 5.30								A	4.2	10	357	1423	501	LT	501	LT	19	163	348	338	743	162	418	474	465	269	59	LT	120	LT
5.30 - 6.00								A	5.1	12	433	1455	521	LT	521	LT	22	156	372	365	738	133	370	424	452	314	67	LT	129	129
6.00 - 6.30								A	5.0	10	425	1358	488	78	521	60	89	150	214	371	622	52	205	286	447	336	135	70	80	80
HAWAIIAN OPEN GOLF-SUN(S)					186			A	5.9	12	501	1417	529	79	541	15	83	172	352	357	766	156	302	367	407	399	23	LT	87	51
2 SUN.	4.30P	125	NBC	SE	98																									
4.30 - 5.00								A	5.2	12	441	1370	499	34	499	LT	61	198	368	301	737	162	303	352	388	385	15	LT	119	119
5.00 - 5.30								A	5.6	12	475	1335	484	38	484	LT	65	147	336	337	817	187	338	404	402	413	34	34	LT	LT
5.30 - 6.00								A	6.5	13	552	1368	527	36	527	13	59	154	331	373	744	141	283	350	383	394	LT	LT	97	15
6.00 - 6.30								A	6.3	11	535	1501	557	170	598	41	113	168	342	389	755	137	298	368	446	387	43	LT	105	55
INCREDIBLE HULK					6	144	115	A	4.9	14	416	2007	319	139	336	175	205	170	139	89	305	221	235	195	46	58	166	LT	1200	515
SAT.	12.30P	30	NBC	CA	79	65		B	4.5	13	382	1666	322	124	345	204	264	219	128	56	354	228	265	190	72	73	149	30	818	398
IN THE NEWS-	8.26AM				20	187	187	A	3.4	18	289	1235	253	146	253	90	180	180	90	73	113	LT	75	75	75	38	38	38	831	533
SAT.	8.26A	3	CBS	CN	94	94		B	3.2	18	272	1441	234	81	260	120	160	117	73	88	219	95	136	127	80	81	81	52	881	520

SAT.	9.00A	30	ABC	CA	99	99	B	4.9	20	416	1757	205	67	242	98	163	115	95	75	214	114	160	102	63	54	226	57	1075	699	
MR. T					20	194	174	A	6.6	21	560	1886	278	27v	303	156^	190^126^	70^113^		217^158^	158^119^	25	34v	171^	80^	1195	620			
SAT.	11.30A	30	NBC	CA	98	85	B	6.4	22	543	1701	352	91	376	196	254	179	124	110	280	160	192	145	78	66	210	92	835	433	
MUPPET BABIES					20	200	200	A	6.7	25	569	1557	177^	83^	198^104^	154^154^	50v	44v		84^	21v	53v	67^	46v	17v	207^	97^	1068	562	
SAT.	9.00A	30	CBS	CA	98	98	B	6.1	24	518	1723	257	100	313	183	222	163	74	79	167	78	124	115	74	31	206	104	1037	585	
NBA ALLSTAR PRE-GAME(S)						201		A	6.4	17	543	1459	459	168^	459	157^	297^314^	195^145^		872	445^	674	552	354^198^	83v	LT	45v	45v		
2 SUN.	1.36P	13	CBS	SC		98																								
NBA ALLSTAR GAME(S)						201		A	10.9	26	925	1658	442	145^	451	95^	259^274	239^172^		975	435	687	550	399	229^	166^	45v	66v	48v	
2 SUN.	1.49P	161	CBS	SE		98																								
1.30 - 2.00							A	9.0	23	764	1408	398	150^	398	108^	215^247^	180^151^		838	397	628	485	350	210^	142^	LT	30v	30v		
2.00 - 2.30							A	10.8	27	917	1602	435	96^	435	79^	270^298	256^137^		961	428	703	536	426	230^	155^	LT	51v	51v		
2.30 - 3.00							A	10.7	26	908	1656	485	114^	485	94^	286	314	265^171^		976	444	732	555	394	211^	133^	19v	62^	46v	
3.00 - 3.30							A	11.0	27	934	1737	442	103^	442	74^	243^258^	242^184^		987	421	679	571	425	235^	260^	93^	48v	29v		
3.30 - 4.00							A	11.1	26	942	1697	428	175^	443	92^	239^253^	224^190^		985	438	678	567	394	233^	190^	60v	79^	54v		
4.00 - 4.30							A	11.7	27	993	1652	435	238^	460	122^	257	248^	228^186^		997	450	650	526	368	247^	105^	67^	90^	62v	
NBA ON CBS-SAT(S)						185		A	4.1	10	348	1356	371^146v	385^133v	182v	221^	160v	164v		767	328^	517^437^	264^210^	115v	14v	89v	81v			
1 SAT.	2.08P	151	CBS	SE		95																								
2.00 - 2.30							A	4.1	11	348	1471	454^267^	468^140v	258^287^	265^181v					696^328^	509^425^	258^138v	178v	LT	129v	129v				
2.30 - 3.00							A	3.8	10	323	1390	377^161v	377^102v	170v	203^	199^174v				764^356^	573^421^	269^164v	131v	LT	118v	118v				
3.00 - 3.30							A	3.4	8	289	1270	365^125v	365^122v	174v	229^	173v	136v			703^257^	472^375^	267^203v	91v	LT	111v	111v				
3.30 - 4.00							A	3.8	9	323	1198	381^130v	381^141v	180v	227^	150v	154v			672^195v	379^324^	286^248^	95v	30v	50v	50v				
4.00 - 4.30							A	4.8	11	408	1417	332^106v	371^171^	171^214^	73v	157^			897	442^	618	564^	253^236^	104v	19v	45v	45v			
4.30 - 5.00							A	5.9	13	501	1409	326^	92v	358^	89v	117v	154^	131^204^		868	382^	514	481^	236^303^	47v	13v	136^	32v		
NBC COLLEGE BASKETBALL					5	168	184	A	4.9	13	416	1478	313	142^	344	112^	210^194^	207^115^		760	291^	458	515	351	195^	252^125^	122^	101^		
CONT'D																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
#									%	%			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
NBC COLLEGE BASKET-CONT'D																																	
1 SAT. 2.00P 133 NBC SE 90 95 B 4.4 12 374 1392 354 113 375 105 212 196 192 135 746 284 452 463 349 216 149 71 122 84																																	
2 SAT. 1.00P 135																																	
1.00 - 1.30 A 4.6 13 391 1724 281^108v 281^ 52v 118v118v 178^163^ 850 408^ 593^581^ 342^167^ 261^176^ 332^ 203^																																	
1.30 - 2.00 A 5.4 15 458 1557 277^122v 277^ 59v 113v113v 188^164^ 850 408^ 489^570 361^173^ 284^194^ 146^ 146^																																	
2.00 - 2.30 A 4.6 12 391 1391 294^143^ 304^ 71v 184^181^ 213^113^ 673 279^ 393 464 291^171^ 284^174^ 130^ 115^																																	
2.30 - 3.00 A 5.1 14 433 1570 344 166^ 388 179^ 264^209^ 183^113^ 801 298 482 562 371 206^ 286^131^ 95^ 76^																																	
3.00 - 3.30 A 5.1 13 433 1464 368 171^ 407 136^ 267^252^ 264^102^ 761 272^ 489 519 366 193^ 238^ 78^ 58v 58v																																	
3.30 - 4.00 A 4.3 10 365 1299 283^138v 332^107v 224^228^ 203^ 55v 712 143v 392^437^ 415^275^ 178^ LT 77v 77v																																	
4.00 - 4.30 A 4.9 11 416 1423 319^ 50v 427^183^ 288^237^ 202^ 81v 772 148v 374^495^ 457^277^ 114^ LT 110v 79v																																	
NBC COLLEGE BASKETBALL-SU 4 179 187																																	
1 SUN. 1.00P 121 NBC SE 92 96 B 4.5 11 382 1338 437 256^ 444 67v 197^250^ 282^194^ 609 294^ 344^294^ 189^224^ 191^109^ 94v 88v																																	
2 SUN. 1.00P 120																																	
1.00 - 1.30 A 3.9 11 331 1390 465 167^ 469 70v 139^263^ 263^206^ 574 285^ 321^214^ 129^250^ 189^114^ 158^ 130^																																	
1.30 - 2.00 A 4.1 11 348 1397 495 245^ 498 88v 232^327^ 297^171^ 578 277^ 320^225^ 152^255^ 194^109^ 127^ 127^																																	
2.00 - 2.30 A 3.9 10 331 1281 377^305^ 389 69v 241^241^ 267^148^ 646 323^ 378^354^ 218^205^ 194^112^ 52v 52v																																	
2.30 - 3.00 A 4.2 10 357 1317 426 308^ 426 42v 179^179^ 311^247^ 644 303^ 367 375 251^185^ 199^101^ 48v 48v																																	
NBC COLLEGE BSKBL 2-SUN.(S) 187																																	
1 SUN. 3.01P 121 NBC SE 96																																	
3.00 - 3.30 A 5.0 13 425 1296 372^289^ 409^ 38v 186^148v 371^223^ 650 197^ 349^418^ 360^232^ 135v LT 102v 102v																																	
3.30 - 4.00 A 5.6 14 475 1240 355^253^ 390^ 35v 177^160^ 328^195^ 626 174^ 355^422^ 362^204^ 161^ LT 63v 63v																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
											AVG. AUD. SHARE %	AVG. AUD (0,000)			TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54			35- 64	55+						
WEEKEND DAYTIME CONT'D																																		
POLE POSITION										3	144	A	4.2	12	357	1787	662^ 87^	726	407^	545^	395^	224^	181^	529^	280^	336^	345^	165^	140^	111^	38^	421^	266^	
2 SAT. 1.00P 30 CBS CA										70		B	4.3	12	365	1578	442 119	486	262	330	253	152	127	363	153	180	170	113	152	146	90	583	337	
PRO BOWLERS TOUR										6	166	167	A	6.0	15	509	1363	490 137^	530	154^	221^	223^	228^	285	617	210^	360	329	256	230^	65^	25^	151^	118^
1 SAT. 2.30P 91 ABC SE										85	88	B	6.6	16	560	1379	544 139	571	171	267	252	235	284	637	201	335	317	284	268	75	40	96	70	
2 SAT. 3.00P 91																																		
2.30 - 3.00												A	4.9	12	416	1589	562^	149^	622	167^	329^	300^	336^	269^	636	177^	318^	362^	273^	256^	79^	LT	252^	195^
3.00 - 3.30												A	5.7	14	484	1411	498 115^	546	155^	234^	224^	238^	304	585	184^	327	294	247^	228^	87^	39^	193^	124^	
3.30 - 4.00												A	6.4	16	543	1247	479 150^	521	166^	205^	221^	207^	279	598	211^	373	321	248	215^	29^	14^	99^	87^	
4.00 - 4.30												A	7.0	18	594	1303	425 111^	443	112^	145^	179^	171^	264^	684	270^	415^	371^	276^	241^	68^	33^	108^	108^	
PRYOR'S PLACE										20	182	192	A	5.0	15	425	1849	449 225^	493	208^	306	228^	174^	153^	383	224^	272^	209^	129^	95^	140^	62^	833	427
SAT. 11.30A 30 CBS CL										93	96	B	4.5	15	382	1739	405 160	475	221	334	233	162	122	322	181	249	195	113	64	200	82	742	439	
SCARY SCOOBY DOO FUNNIES										17	196	196	A	5.7	17	484	1744	430 72^	445	262^	302	195^	129^	93^	258^	101^	141^	105^	86^	92^	199^	98^	842	413
SAT. 11.00A 30 ABC CA										95	95	B	5.6	18	475	1631	304 84	377	230	290	181	111	74	230	120	177	134	79	44	193	95	831	443	
SATURDAY SUPERCAR										4	159		A	3.4	10	289	1426	197^ 18^	218^	135^	184^	100^	49^	34^	434^	254^	332^	319^	180^	66^	96^	79^	678^	412^
2 SAT. 12.00N 60 CBS CA										74		B	4.0	12	340	1560	439 142	516	262	335	242	144	129	315	170	242	217	106	66	154	77	575	308	
12.00 - 12.30												A	2.9	9	246	1305	29^ LT	29^	29^	29^	29^	LT	LT	521^	361^	451^	451^	160^	70^	89^	68^	666^	403^	
12.30 - 1.00												A	3.9	11	331	1498	318^ 28^	357^	215^	297^	151^	82^	60^	359^	169^	238^	214^	190^	64^	93^	84^	689^	420^	
SCHOOLHOUSE ROCK-8:25AM										20	190	191	A	3.7	20	314	2290	384^ 58^	403^	117^	259^	142^	167^	144^	181^	96^	133^	99^	69^	34^	399^	218^	1307	867
SAT. 8.25A 4 ABC CN										96	96	B	3.1	19	263	1866	233 55	285	108	184	145	110	99	207	116	149	112	58	52	236	109	1138	725	

SCHOOLHOUSE ROCK-9:55AM										A	5.7 19	484	1628	270 85^	293 156^	233^ 122^	124^ 60^			355 248^	280 115^	78^ 62^		155^ 56^	825 511
SAT. 9.55A 4 ABC CN										B	5.0 18	425	1786	248 80	297 109	206 153	129 88			257 114	205 147	115 48		209 61	1023 623
SCHOOLHOUSE ROCK-10:25AM										A	5.1 16	433	1630	212^ 49^	253^ 170^	196^ 93^	52^ 57^			337 249^	249^ 62^	31^ 72^		162^ 51^	878 456
SAT. 10.25A 4 ABC CN										B	4.8 16	408	1671	260 70	299 155	215 159	97 77			258 142	206 142	89 44		231 96	883 489
SCHOOLHOUSE ROCK 11:25AM										A	5.7 17	484	1764	432 55^	448 236^	282 190^	147^ 110^			270 105^	149^ 103^	91^ 98^		210^ 103^	836 418
SAT. 11.25A 4 ABC CN										B	5.4 18	458	1621	298 79	368 215	278 175	115 77			238 125	183 134	81 47		203 103	812 431
SHIRT TALES										A	2.8 16	238	1214	227^ 131^	227^ 79^	164^ 164^	85^ 63^			130^ LT	96^ 96^	96^ 34^		30^ 30^	827 546
SAT. 8.00A 30 CBS CA										B	2.7 17	229	1472	248 80	272 131	171 125	78 91			231 94	141 132	87 88		85 55	884 528
SMURFS I										A	6.2 23	526	1804	369 109^	401 190^	330 255	180^ 54^			223^ 153^	193^ 187^	45^ 25^		177^ 67^	1003 609
SAT. 9.00A 30 NBC CA										B	6.1 24	518	1701	324 124	361 191	278 201	146 61			233 145	172 141	61 46		192 109	915 561
SMURFS II										A	8.1 27	688	1929	370 109^	389 196	328 266	164^ 50^			253 179^	210 206	37^ 37^		196 103^	1091 673
SAT. 9.30A 30 NBC CA										B	8.4 31	713	1742	326 131	359 200	287 213	136 52			237 144	181 152	68 42		201 126	945 562
SMURFS III										A	8.9 28	756	1978	305 53^	315 164^	261 215	129^ 46^			255 190	225 196	35^ 30^		214 121^	1194 745
SAT. 10.00A 30 NBC CA										B	9.5 33	807	1753	334 128	368 205	295 223	142 56			224 136	177 140	65 42		222 146	939 553
SNORKS										A	3.7 22	314	1327	274^ 54^	274^ 64^	64^ 119^	143^ 134^			60^ 44^	44^ 44^	LT 16^		213^ 67^	1080 777
SAT. 8.00A 30 NBC CA										B	3.5 23	297	1666	233 81	266 106	141 123	120 90			184 114	125 110	50 44		209 104	1007 713
SPIDERMAN AND FRIENDS										A	5.4 15	458	1915	290 122^	328 148^	192^ 183^	140^ 83^			229^ 124^	151^ 123^	84^ 36^		213^ 71^	1145 536
SAT. 12.00N 30 NBC CA										B	5.6 17	475	1611	317 103	354 185	250 209	132 92			302 162	228 180	103 55		197 86	758 388
SPORTSBEAT										A	1.1 3	93	538^	195^ LT	216^ LT	54^ LT	65^ 162^			279^ LT	140^ 140^	183^ 139^		LT LT	LT LT
SAT. 12.30P 30 ABC SC										B	1.3 3	110	778	282 81	389 156	198 192	115 191			286 93	165 176	107 110		60 LT	43 LT
SPORTSWORLD-SAT.										A	5.0 11	425	1188	297^ 115^	297^ 88^	163^ 196^	125^ 101^			787 209^	346^ 451^	432^ 271^		88^ LT	16^ LT
1 SAT. 4.13P 77 NBC SA										B	5.2 13	441	1434	472 142	499 138	244 259	232 201			714 189	383 414	360 257		101 32	120 101
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK	START			PROG.			K E Y	AVG.	AVG.	TOTAL	LADY WORK-	VIEWERS PER 1000 VIEWING HOURS BY SPECIFIED CATEGORIES					TEENS					CHILDREN									
#	DAY	TIME	DUR	NET	TYPE	WK 1		WK 2	AUD. SHARE	AUD. (0,000)	PERSONS (2+)	ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	(12-17)	(2-11)				
WEEKEND DAYTIME CONT'D																															
SPORTSWORLD-SAT.-CONT'D																															
	4.00	-	4.30					A	3.5	8	297	946	222^	27v	222^	40v	105v	135v	95v	87v	724^	145v	334^	485v	451^	239v	LT	LT	LT	LT	
	4.30	-	5.00					A	5.3	12	450	1173	271^	149v	271^	94v	156v	189v	111v	82v	751	163v	295v	473v	421^	278v	151v	LT	LT	LT	LT
	5.00	-	5.30					A	5.8	12	492	1244	335^	112v	335v	94v	183v	218v	145v	117v	807	266v	383v	398v	412^	266v	65v	10v	37v	22v	
SUNDAY MORNING																															
SUN.	9.00A			90	CBS N	19	176 176	A	5.2	19	441	1211	600	213v	616	159v	235v	257v	252^	312	437	68v	177v	203v	229v	234v	76v	32v	82v	41v	
	9.00	-	9.30					B	4.8	20	408	1279	579	213	602	111	235	25v	305	314	559	154	307	319	296	208	43	LT	75	38	
	9.30	-	10.00					A	4.8	20	408	1164	592	179v	605	151v	228v	191v	239^	323	434	62v	138v	167v	213^	267v	32v	32v	93v	54v	
	10.00	-	10.30					A	5.4	20	458	1205	580	229v	594	158v	230v	242v	244^	297	438	52v	173v	202v	242^	236v	90v	37v	83v	44v	
								A	5.6	18	475	1206	593	214v	621	160v	242v	316	257^	305	436	87v	213v	239v	231^	197v	90v	21v	59v	19v	
SUPERFRIENDS: SLPERPOWERS																															
SAT.	8.30A			30	ABC CA	20	196 197	A	4.5	20	382	2267	327^	79v	340	81v	213v	132v	150^	127v	224^	115v	185v	146v	109v	29v	341	146v	1362	963	
								B	4.1	20	348	1819	202	60	249	94	167	126	104	78	211	105	158	126	77	51	263	110	1096	713	
SUPERFRIENDS: SUPERPOWERS2																															
SAT.	8.00A			30	ABC CA	14	190 191	A	3.2	19	272	2283	377^	40v	395^	121v	238v	117v	151^	157v	173v	77v	119v	91v	74v	48v	391^	217v	1324	890	
								B	2.8	18	238	1982	248	68	313	130	200	165	107	109	228	126	152	119	58	68	227	100	1214	796	
THIS WEEK-DAVID BRINKLEY																															
SUN.	11.30A			60	ABC N	16	181 181	A	4.9	13	416	1298	642	175v	659	46v	132v	172v	314	483	602	158v	254v	238v	282^	314	LT	LT	32v	LT	
	11.30	-	12.00					B	4.2	12	357	1285	632	191	642	84	209	215	275	394	574	167	253	228	228	274	31	LT	38	20	
	12.00	-	12.30					A	4.6	13	391	1361	745	235v	763	86v	217v	278v	372	485	535	104v	198v	230v	286^	305v	LT	LT	63v	LT	
								A	5.1	14	433	1245	557	120v	573	17	58v	74v	268^	490	666	206v	308	242v	280^	326	LT	LT	LT	LT	
TURBO TEEN																															
SAT.	9.30A			30	ABC CA	20	202 203	A	5.6	19	475	1632	295	94v	318	173v	256v	144v	127v	62v	284	184v	212v	98v	72v	59v	133v	53v	897	553	
								B	5.2	19	441	1800	251	85	295	110	205	157	129	84	241	114	195	133	100	45	202	67	1062	662	

USA VS WRLD-AMATEUR BOXNG		4	164	162	A	3.4	8	289	1522	369^155^	503	248^	248^156^	127^210^	828	285^	505	478	348^266^	53v	39v	138^	111v						
SUN.	2.30P	90	ABC	SE	83	81	B	4.0	9	340	1537	402	148	475	195	238	151	155	204	859	315	538	497	343	284	48	22	155	78
2.30 - 3.00					A	2.9	7	246	1846	423^195^	521	244^	244^158^	118v248^	877	329^	569	541	337^264^	85v	52v	363^	289^						
3.00 - 3.30					A	3.5	8	297	1337	330^151^	471	229^	229^141^	121^192^	832	290^	505	479	346^276^	34v	34v	LT	LT						
3.30 - 4.00					A	3.9	9	331	1423	357^133^	511	266^	266^161^	136^196^	774	239^	454	425	355^258^	42v	30v	96v	76v						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 28, 1985

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

33,710
39.7

AMERICAN MUSIC AWARDS
(SD)

21,900
25.8
37
23.7

24.7*
35*

26.3*
36*

26.3*
36*

26.4*
36*

26.5*
37*

26.6*
38*

26.0*
38*

25.5*
35.3

24.8*
39*

24.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,250
21.5

R. KENNEDY & HIS TIMES, PT2
(8:00-9:30PM) (SD)

13,410
15.8

CAGNEY & LACEY

12,650
14.9
21
14.8

14.6*
20*

14.6*
20*

15.3*
21*

15.3*
21*

15.2*
21*

12.6
19

12.7*
19*

12.5*
20*

12.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

26,910
31.7

NBC MONDAY NIGHT MOVIES
EARTH'S FINAL FURY
(SD)

17,490
20.6
29
19.4

19.6*
27*

20.4*
28*

20.7*
28*

20.4*
28*

21.2
31*

21.3*
31*

21.0*
33*

20.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,740
20.9

HARDCASTLE & MCCORMICK
(SD)

25,300
29.8

ABC MONDAY NIGHT MOVIE
CONSENTING ADULT
(SD)

14,090
16.6
23
15.6

15.9*
22*

17.2*
23*

19,610
23.1
33
21.3

21.8*
30*

23.4*
32*

23.5*
33*

23.5*
35*

23.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,590
21.9

SCARECROW & MRS. KING
(SUS-SD)

15,370
18.1

KATE & ALLIE

13,920
16.4

NEWHART
(SD)

14,940
17.6

CAGNEY & LACEY

15,200
17.9
25
17.3

17.7*
25*

18.1*
25*

13,330
15.7
21
15.7

15.7*
21*

12,820
15.1
21
14.9

15.2

12,740
15.0
22
14.6

14.8*
21*

15.1*
23*

15.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

21,560
25.4

TV BLOOPERS & PRAC. JOKES
(SD)

27,420
32.3

NBC MONDAY NIGHT MOVIES
THE DIRTY DOZEN: NEXT MISSION
(SD)

18,390
19.3
27
17.9

18.3*
26*

20.2*
28*

20,120
23.7
34
22.9

22.9*
31*

23.3*
32*

25.1*
36*

23.7*
35*

22.6

TV HOUSEHOLDS USING TV
(See Def. 1)

WK.
WK.

66.0
66.7

67.5
66.2

68.6
69.0

69.8
70.4

70.8
69.9

72.0
71.8

72.8
73.0

73.3
73.8

73.1
73.5

72.9
73.3

72.5
72.1

71.1
72.6

68.9
70.6

67.0
69.7

65.3
68.6

62.3
63.2

For explanation of symbols, See page A.

EVE. MON. FEB. 4, 1985

U.S. TV Households: 24,000,000

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.29, 1985

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
14,350 18.9					15,280 18.0				17,400 20.5				10,700 12.6			
THREE'S A CROWD					WHO'S THE BOSS?					MACGRUDER AND LOUD (SD)			CALL TO GLORY			

12,650 14.9					13,840 16.3				14,260 16.8	16.9*		16.6*	8,150 9.6		9.8*	9.3*
22					24				24	24*		24*	16		16*	16*
14.2	15.6				16.3	16.3			16.8	17.0	16.8	16.5	10.4		9.2	9.3

12,740 15.0					12,230 14.4				19,950 23.5				R. KENNEDY & HIS TIMES, PTS (SD)			
JEFFERSONS					ALICE (SD)											

11,120 13.1					10,950 12.9				14,350 16.9	16.6*		16.9*		17.1*		17.0*
19					19				26	24*		25*		27*		29*
12.9	13.2				12.5	13.3			16.6	16.7	16.7	17.0	17.4	16.9	17.0	17.0

25,050 29.5									20,040 23.6				19,530 23.0			
A TEAM (SD)					RIPTIDE					REMINGTON STEELE						

20,380 24.0									17,060 20.1	19.7*		20.5*	16,050 18.9		19.5*	18.3*
35									29	29*		30*	31		31*	32*
22.7	23.8				24.8	24.9			19.6	19.8	20.5	20.5	19.8	19.3	18.7	18.0

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
15,790 18.6					15,790 18.6				16,300 19.2				18,000 21.2			
THREE'S A CROWD					WHO'S THE BOSS?					MACGRUDER AND LOUD (SD)			20/20 SPECIAL			

13,920 16.4					14,690 17.3				12,820 15.1	14.9*		15.2*	13,500 15.9		16.1*	15.7*
23					24				22	21*		22*	26		26*	27*
16.0	16.9				17.1	17.4			14.9	14.9	15.0	15.4	16.6	15.6	15.9	15.5

11,380 13.4					9,170 10.8				16,900 19.9				HALLMARK HALL OF FAME CONSIDER THE BROTHERS (SD)			
JEFFERSONS					ALICE (SD)											

9,590 11.3					8,490 10.0				10,100 11.9	12.7*		12.0*		11.7*		11.1*
16					14				18	18*		18*		19*		19*
11.0	11.6				9.6	10.5			13.2	12.3	12.1	11.8	11.8	11.6	11.2	11.0

24,960 29.4									22,160 26.1				20,290 23.9			
A TEAM (SD)					RIPTIDE					REMINGTON STEELE						

20,380 24.0									18,590 21.9	22.1*		21.7*	16,900 19.9		20.4*	19.4*
34									32	32*		32*	33		32*	33*
22.7	23.6				25.0	24.8			22.1	22.1	22.0	21.5	20.4	20.4	19.7	19.1

TV HOUSEHOLDS USING TV	WK 1	64.0	65.6	66.0	66.7	67.7	69.2	69.0	69.1	68.9	69.2	68.9	68.4	64.3	61.7	59.1	56.4
(See Def. 1)	WK 2	65.4	66.9	68.4	69.4	69.6	71.0	71.2	71.8	69.8	69.1	68.2	66.9	64.2	62.1	60.3	57.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. FEB.5, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.30, 1985

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %20,120
23.7FALL GUY
(80)26,830
31.6DYNASTY
(50)21,990
25.9

HOTEL

15,540
18.3

17.1*

22,920
27.0

26.4*

27.6*

19,020
22.4

22.6*

22.2*

26
16.925
17.339
26.138
26.840
27.836
22.736
22.437
22.114,860
17.5CHARLES IN
CHARGE13,410
15.8E/R
(000-60)16,130
19.0CBS WEDNESDAY NIGHT MOVIE
THE FOUR SEASONS
(5:00-6:00)12,400
14.6

13.8

8,490
10.0

9.3*

1.1*

10.3*

10.3*

10.2*

21
13.920
15.315
14.213
13.5

10.0

10.7

10.0

10.3

21,140
24.9HIGHWAY TO HEAVEN
(80)18,420
21.7

FACTS OF LIFE

15,790
18.8BARA
(80)17,320
20.4

ST. ELSEWHERE

17,400
20.5

20.1*

16,050
18.9

18.6

14,090
18.614,430
17.0

17.4*

16.7*

29
19.529
20.730
21.027
18.324
19.524
16.528
17.327
17.428
17.0W
E
E
K
2TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %18,680
22.0FALL GUY
(80)STATE OF THE UNION-ABC
(9:00-9:45PM)
(AUG 1-20)26,150
30.8

DYNASTY

14,800
17.2

16.4*

17.9*

21,990
25.9

24.8*

26.9*

25
16.224
16.725
17.525
18.341
23.638
26.044
26.844
27.015,030
17.7CHARLES IN
CHARGE13,920
16.4E/R
(SUS-60)STATE OF THE UNION-CBS
(9:00-9:47PM)
(8:55-9:50)
(-OP)5,940
7.06,110
7.2(2)
(SUS)(OP)
(-OP)(3)
(OP)10:37-11:00PM
(OP)12,570
14.8

14.4

12,230
14.4

20

5,690
6.75,600
6.622
14.3

15.4

14.5

14.3

10
6.711
6.3

7.0

20,210
23.8HIGHWAY TO HEAVEN
(80)STATE OF THE
UNION-NBC
(9:00-9:44PM)
(AUG 1-20)STATE-UNION
ANALYSIS I
(9:44-10:20PM)
(SUS)(OP)(-OP)DEM RESPONSE-
ST. UNION-NBC
(10:20-10:37PM)
(SUS)(OP)(-OP)16,810
19.8

19.2*

20.4*

28
18.528
19.829
20.629
20.2TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1

WK 2

65.5

65.8

67.6

67.6

68.1

68.0

68.8

66.7

68.4

67.9

69.2

69.8

69.8

70.6

71.4

70.7

69.7

70.0

69.4

69.2

68.5

68.3

67.8

63.9

63.5

62.6

61.6

61.2

58.9

59.3

56.3

U.S. TV Households: 84,900,000

(1) STATE-UNION ANALYSIS-ABC, ABC, (9:48-10:00PM)

(2) DEMOCRATIC RESPONSE-CBS, CBS, (9:51-10:20PM)

(3) STATE-UNION ANALYSIS-2, CBS, (10:20-10:37PM) (5)

For explanation of symbols, See page A.

EVE.WED. FEB.6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.31, 1985

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %17,080
20.1ABC THURSDAY NIGHT MOVIE
STARCROSSED(R)
(SD)15,540
18.3

20/20

9,680
11.4

10.6*

10.9*

11.6*

12.5*

11,890
14.0

14.5*

13.5*

18
10.7

15*

15*

16*

18*

22

22*

22*

20,550
24.2MAGNUM, P.I.
(SD)22,840
26.9SIMON & SIMON
(SD)22,500
26.5

KNOTS LANDING

18,050
18.9

17.8*

20.1*

19,100
22.5

21.7*

23.2*

19,440
22.9

23.3*

22.4*

27
17.6

25*

28*

32

31*

33*

36

36*

36*

26,570
31.3

BILL COSBY SHOW

24,540
28.9FAMILY TIES
(SD)19,780
23.3

CHEERS

18,340
21.6

NIGHT COURT

17,150
20.2

HILL STREET BLUES

24,030
28.3

40

22,580
26.6

37

17,740
20.9

29

16,730
19.714,430
17.0

17.2*

16.8*

27.3

29.3

26.3

26.8

21.2

20.7

20.0

19.5

17.5

16.8

17.0

16.7

W
E
E
K
2TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %16,720
19.1ABC THURSDAY NIGHT MOVIE
THE J. J. SEED
(SD)14,860
17.5

23/20

10,550
12.9

10.4*

11.1*

11.6*

14.1*

12,910
14.1

14.1*

14.1*

19
10.5

15*

16*

20

20*

21*

22

22*

22*

20,760
21.0MAGNUM, P.I.
(SD)22,300
26.3SIMON & SIMON
(SD)21,900
25.8

KNOTS LANDING

15,880
18.7

17.8*

19.7*

19,020
22.4

21.4*

23.4*

18,590
21.9

21.6*

22.2*

27
17.5

25*

28*

32

31*

34*

35

33*

37*

24,960
29.4

BILL COSBY SHOW

20,890
24.6FAMILY TIES
(SD)16,900
19.9

CHEERS

15,280
18.0

NIGHT COURT

19,270
22.7

HILL STREET BLUES

22,330
26.3

37

19,440
22.9

33

15,540
18.3

26

14,010
16.515,790
18.6

17.9*

19.4*

25.1

27.5

23.4

22.5

18.6

18.1

16.6

16.4

17.6

18.1

19.6

19.2

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

64.6

65.7

67.3

69.5

70.4

70.6

70.8

71.4

70.9

71.2

71.2

70.0

65.9

64.7

62.9

60.5

63.2

65.2

64.1

61.3

58.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. FEB.7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 1, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

16,640	16,640	13,410	14,180
19.8	19.6	15.8	16.7

BENSON

WEBSTER
(SO)STREET HAWK
(SO)

MATT HOUSTON

ABC TV

AVERAGE AUDIENCE

14,770	15,370	10,530	11,970
--------	--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

17.4	18.1	12.4	12.4*	12.3*	14.1	13.9*	14.3*
------	------	------	-------	-------	------	-------	-------

AVG. AUD. BY % HR.

25	27	18	18*	18*	22	21*	23*
----	----	----	-----	-----	----	-----	-----

TOTAL AUDIENCE

14,690	25,640	19,360
--------	--------	--------

(Households (000) & %)

DUKES OF HAZZARD
(BUS-SO)DALLAS
(SO)

FALCON CREST

CBS TV

AVERAGE AUDIENCE

11,380	22,240	17,060
--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

11.4	22.2	20.1	20.5*	19.1*
------	------	------	-------	-------

AVG. AUD. BY % HR.

12.4	24.7	20.7	20.3	20.1
------	------	------	------	------

TOTAL AUDIENCE

10,680	13,500	15,540
--------	--------	--------

(Households (000) & %)

ALL THE BEST TV TROOPS
(SO)

V

MIAMI VICE

ABC TV

AVERAGE AUDIENCE

14,180	10,440	12,140
--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

12.7	12.3	14.3	14.0*	11.1*
------	------	------	-------	-------

AVG. AUD. BY % HR.

16.5	16.7	14.1	14.0	14.4
------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

15,880	15,960	13,750	12,140
18.7	18.8	16.2	14.3

BENSON

WEBSTER
(SO)STREET HAWK
(SO)

MATT HOUSTON

ABC TV

AVERAGE AUDIENCE

13,750	14,350	11,290	10,190
--------	--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

16.2	16.9	13.3	13.3*	13.3*	12.0	12.0*	12.0*
------	------	------	-------	-------	------	-------	-------

AVG. AUD. BY % HR.

25	26	20	20*	20*	20	19*	20*
----	----	----	-----	-----	----	-----	-----

TOTAL AUDIENCE

16,050	23,940	19,870
--------	--------	--------

(Households (000) & %)

DUKES OF HAZZARD
(BUS-SO)DALLAS
(SO)

FALCON CREST

CBS TV

AVERAGE AUDIENCE

12,480	21,230	17,230
--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

14.7	25.0	20.3	20.4*	20.2*
------	------	------	-------	-------

AVG. AUD. BY % HR.

23	38	33	33*	33*
----	----	----	-----	-----

TOTAL AUDIENCE

16,130	13,410	16,730
--------	--------	--------

(Households (000) & %)

CODE NAME: FOXFIRE
(SO)

V

MIAMI VICE

NBC TV

AVERAGE AUDIENCE

12,650	10,780	13,920
--------	--------	--------

(Households (000) & %)

SHARE OF AUDIENCE

14.9	12.7	16.4	16.4*	16.4*
------	------	------	-------	-------

AVG. AUD. BY % HR.

23	19	27	26*	27*
----	----	----	-----	-----

TV HOUSEHOLDS USING TV WK. 1	62.3	64.3	64.0	64.9	65.8	66.9	67.8	68.4	68.3	68.4	68.0	67.2	65.1	64.7	63.4	61.4
(See Def. 1) WK. 2	56.8	58.9	60.8	62.5	63.7	64.6	66.0	66.4	65.8	65.8	66.2	65.9	62.5	61.4	61.2	60.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. FEB. 8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.2, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,810 19.8				24,110 28.4											
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	13,840 16.3				16,220 19.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 15.0				30 15.8											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,920 16.4				17,910 21.1				16,640 19.6							
	CBS TV	OTHERWORLD (SD)				AIRWOLF (SD)				COVER-UP							
	AVERAGE AUDIENCE (Households (000) & %)	10,100 11.9				14,690 17.3				12,740 15.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 11.1				26 16.4				25 15.4							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	16,810 19.8				14,940 17.6				11,800 13.9				10,440 12.9			
	NBC TV	DIFF'RENT STROKES-SAT.				DOUBLE TROUBLE (SD)				IT'S YOUR MOVE (SD)				BERRENGER'S			
	AVERAGE AUDIENCE (Households (000) & %)	14,860 17.5				13,410 15.8				10,610 12.5				7,810 9.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 17.1				24 15.5				19 12.6				15 9.0			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	15,620 18.4				16,130 19.0				15,790 18.6							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LINES							
	AVERAGE AUDIENCE (Households (000) & %)	12,310 14.5				12,990 15.3				13,070 15.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 13.5				25 14.2				26 16.6							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	12,310 14.5				14,770 17.4				15,200 17.9							
	CBS TV	OTHERWORLD (SD)				AIRWOLF (SD)				MIKE HANER (R)							
	AVERAGE AUDIENCE (Households (000) & %)	9,170 10.8				12,310 14.5				11,290 13.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 11.0				23 13.8				24 13.1							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	15,710 18.5				13,670 16.1				11,630 13.7				10,950 12.9			
	NBC TV	DIFF'RENT STROKES-SAT.				DOUBLE TROUBLE (SD)				IT'S YOUR MOVE				BERRENGER'S			
	AVERAGE AUDIENCE (Households (000) & %)	13,750 16.2				12,400 14.6				10,440 12.3				7,980 9.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 15.6				24 14.9				20 14.3				17 10.0			

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18
(See Def. 1)	55.8	57.1	57.9	59.3	60.5	60.5	60.9	61.5	62.3	62.8	62.1	61.5	58.4	56.8	56.0	54.9	58.5	54.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.2, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,650
(Households (000) & %) { 4.3

ABC TV

WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,650
(Households (000) & %) { 4.3
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.3

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 11,460
(Households (000) & %) { 13.5

NBC TV

SATURDAY NIGHT

(11:30-12:00AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 6,620
(Households (000) & %) { 7.8 9.0* 7.6* 6.1*
SHARE OF AUDIENCE % 21 21* 21* 20*
AVG. AUD. BY ¼ HR. % 9.2 8.8 8.0 7.3 6.2 5.7

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

11,810
13.0ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,480
(Households (000) & %) { 4.1
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.1

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 10,530
(Households (000) & %) { 12.4

NBC TV

SATURDAY NIGHT

(11:30-12:00AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 6,960
(Households (000) & %) { 8.2 8.8* 8.4* 7.3*
SHARE OF AUDIENCE % 23 22* 24* 24*
AVG. AUD. BY ¼ HR. % 8.6 8.9 8.7 8.0 7.4 7.0

TV HOUSEHOLDS USING TV	WK. 1	54.5	50.2	44.6	41.7	37.5	34.7	31.6	29.4	26.3	23.6	20.1	18.0	15.6	13.5	12.1	10.9
(See Def. 1)	WK. 2	50.6	46.6	40.5	38.8	35.9	33.6	31.4	28.9	25.4	22.8	19.7	17.9	15.3	13.3	11.4	10.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE { 13,580 28,020
(Households (000) & %) { 16.0 33.0

ABC TV

AVERAGE AUDIENCE { 9,590 18,900
(Households (000) & %) { 11.3 10.5* 12.0* 19.9 17.3* 17.7* 20.4* 20.8* 22.1* 21.9*
SHARE OF AUDIENCE % { 16 8* 17* 28 24* 24* 28* 29* 34* 35*
AVG. AUD. BY 1/4 HR. % { 10.4 11.6 12.3 17.4 17.2 17.8 20.4 20.6 21.8 21.5

RIPLEY'S BELIEVE IT-NOT

ABC SUNDAY NIGHT MOVIE

FOX FIRE (SD)

CBS TV

AVERAGE AUDIENCE { 21,560 18,680
(Households (000) & %) { 25.4 24.3* 26.8* 22.0 21.9* 22.1* 20.7 20.2* 19.8 19.3* 20.3*
SHARE OF AUDIENCE % { 37 36* 38* 30 30* 30* 29 28* 30* 29* 33*
AVG. AUD. BY 1/4 HR. % { 28.0 25.1 26.9 26.6 21.7 22.1 22.4 21.8 20.0 20.5 21.1 21.1 18.9 19.6 20.0 20.7

60 MINUTES

MURDER, SHE WROTE (SD)

CRAZY LIKE A FOX (SD)

TRAPPER JOHN, M.D.

NBC TV

AVERAGE AUDIENCE { 9,850 10,700 13,920 11,290
(Households (000) & %) { 11.6 12.8 16.4 15.8* 17.3* 13.3 13.7* 12.5* 12.4* 13.2*
SHARE OF AUDIENCE % { 17 18 22 22* 23* 21 19* 18* 19* 22*
AVG. AUD. BY 1/4 HR. % { 11.4 11.8 12.1 13.1 12.2 12.9 17.1 17.5 14.3 13.0 12.6 12.4 12.4 12.4 12.5 13.9

SILVER SPOONS PUNKY BREWSTER

KNIGHT RIDER (SD)

NBC SUNDAY NIGHT MOVIE

THE VERDICT (9:00-11:25PM)

ABC TV

AVERAGE AUDIENCE { 9,930 15,370
(Households (000) & %) { 11.7 10.9* 12.6* 18.1 16.0* 17.4* 18.0* 18.6* 19.1* 19.5*
SHARE OF AUDIENCE % { 17 16* 18* 26 23* 24* 25* 27* 29* 31*
AVG. AUD. BY 1/4 HR. % { 10.4 11.3 12.2 13.0 15.8 16.2 17.1 17.7 17.9 18.2 18.4 18.7 19.2 19.0 19.7 19.2

RIPLEY'S BELIEVE IT-NOT

ABC SUNDAY NIGHT MOVIE

SURVIVING (SD)

CBS TV

AVERAGE AUDIENCE { 21,820 18,510 16,900
(Households (000) & %) { 25.7 25.1* 26.3* 21.8 20.5* 21.3* 22.5* 23.0* 19.9 20.2* 19.6*
SHARE OF AUDIENCE % { 38 38* 38* 30 29* 29* 32* 33* 31 30* 31*
AVG. AUD. BY 1/4 HR. % { 24.7 25.5 26.9 25.7 20.4 20.7 21.1 21.5 22.3 22.7 23.0 23.0 20.3 20.0 20.0 19.2

60 MINUTES

CBS SPECIAL MOVIE PRESENT.

ATLANTA CHILD MURDERS PT 1 (SD)

MURDER, SHE WROTE

NBC TV

AVERAGE AUDIENCE { 10,020 10,610 15,540 16,810
(Households (000) & %) { 11.8 12.5 18.3 17.3* 19.3* 19.8 19.1* 18.9* 21.0* 20.3*
SHARE OF AUDIENCE % { 18 18 26 25* 27* 29 27* 27* 32* 32*
AVG. AUD. BY 1/4 HR. % { 10.8 12.7 12.2 12.8 16.6 17.9 19.1 19.5 19.5 18.6 18.6 19.2 21.2 20.8 20.6 20.0

SILVER SPOONS PUNKY BREWSTER

KNIGHT RIDER (SD)

NBC SUNDAY NIGHT MOVIE

POISON IVY (SD)

TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	WK. 2	66.3	68.1	70.2	71.5	71.8	72.5	73.7	74.4	72.5	72.2	72.1	70.7	66.8	64.6	63.0	59.3
		65.7	67.6	69.5	70.5	70.1	71.1	72.5	72.8	71.8	70.9	70.5	69.4	66.9	65.8	64.5	61.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. SUN. FEB. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 3, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE {		2,720													
	(Households (000) & %)		3.2													
	ABC TV		ABC WEEKEND REPORT-SUN													
	AVERAGE AUDIENCE {		2,630													
W E E K 2	(Households (000) & %)		3.1													
	SHARE OF AUDIENCE %		9													
	AVG. AUD. BY ¼ HR. %		3.1													
	TOTAL AUDIENCE {		4,840													
W E E K 1	(Households (000) & %)		5.7													
	CBS TV		CBS SUNDAY NEWS-050000													
	AVERAGE AUDIENCE {		4,840													
	(Households (000) & %)		5.7													
W E E K 2	SHARE OF AUDIENCE %		11													
	AVG. AUD. BY ¼ HR. %		5.7													
W E E K 1	TOTAL AUDIENCE {		1,610													
	(Households (000) & %)		1.9													
	NBC TV		NBC SUNDAY NIGHT MOVIE THE VERDICT (9:00-11:25PM)													
	AVERAGE AUDIENCE {		1,270													
W E E K 2	(Households (000) & %)		15.3*													
	SHARE OF AUDIENCE %		31*													
	AVG. AUD. BY ¼ HR. %		15.7													
			14.5													
W E E K 1	TOTAL AUDIENCE {		1,570													
	(Households (000) & %)		1													
	ABC TV		ABC WEEKEND REPORT-SUN													
	AVERAGE AUDIENCE {		3,570													
W E E K 2	(Households (000) & %)		4.2													
	SHARE OF AUDIENCE %		18													
	AVG. AUD. BY ¼ HR. %		4.2													
W E E K 1	TOTAL AUDIENCE {		5,350													
	(Households (000) & %)		6.3													
	CBS TV		CBS SUNDAY NEWS-050000													
	AVERAGE AUDIENCE {		5,180													
W E E K 2	(Households (000) & %)		6.1													
	SHARE OF AUDIENCE %		12													
	AVG. AUD. BY ¼ HR. %		6.1													
W E E K 1	TOTAL AUDIENCE {		1,270													
	(Households (000) & %)		1.5													
	NBC TV		G MICHAELS SPORTS MACHINE													
	AVERAGE AUDIENCE {		1,100													
W E E K 2	(Households (000) & %)		1.3													
	SHARE OF AUDIENCE %		5													
	AVG. AUD. BY ¼ HR. %		1.4													
			1.1													

TV HOUSEHOLDS USING TV WK. 1	52.8	45.6	36.5	30.6	26.3	23.7	19.9	17.3	14.3	13.1	11.4	10.0	8.1	7.0	6.5	5.8
(See Def. 1) WK. 2	51.8	44.7	35.6	30.6	26.4	22.7	19.2	17.6	14.9	13.3	11.5	10.4	8.9	8.2	7.4	6.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE. SUN. FEB. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	5,430 6.4		6,280 7.4										
	ABC TV		{	GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)										
	AVERAGE AUDIENCE (Households (000) & %)		{	4,250 5.0		5,260 6.2										
	SHARE OF AUDIENCE %		{	22		24										
	AVG. AUD. BY 1/4 HR.		{	4.9 5.1		6.2 6.3										
	TOTAL AUDIENCE (Households (000) & %)		{	3,740 4.4		4,330 5.1		6,280 7.4		5,860 6.9						
	CBS TV		{	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK						
	AVERAGE AUDIENCE (Households (000) & %)		{	2,970 3.5		3,400 4.0		5,350 6.3		5,010 5.9						
	SHARE OF AUDIENCE %		{	16		15		23		22						
	AVG. AUD. BY 1/4 HR.		{	3.3 3.6		4.0 4.0		6.0 6.6		5.8 5.9						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,180 6.1		5,520 6.5		2,800 3.3		5,010 5.9						
	NBC TV		{	TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (CO-OP)		TIME MACHINE		SALE OF THE CENTURY						
	AVERAGE AUDIENCE (Households (000) & %)		{	4,800 4.8		4,500 5.3		2,290 2.7		4,350 5.1						
	SHARE OF AUDIENCE %		{	21		20		10		19						
	AVG. AUD. BY 1/4 HR.		{	4.8 4.8		5.4 5.3		2.6 2.8		4.8 5.3						
	TOTAL AUDIENCE (Households (000) & %)		{	4,800 6.8		6,200 7.3										
	ABC TV		{	GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)										
	AVERAGE AUDIENCE (Households (000) & %)		{	4,330 5.1		5,260 6.2										
	SHARE OF AUDIENCE %		{	22		24										
	AVG. AUD. BY 1/4 HR.		{	5.0 5.2		6.2 6.1										
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{	1,820 4.5		4,100 5.0		6,110 7.2		5,130 6.1						
	CBS TV		{	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYR ID		PRESS YOUR LUCK						
	AVERAGE AUDIENCE (Households (000) & %)		{	2,970 3.5		3,400 4.0		5,130 6.1		5,010 5.9						
	SHARE OF AUDIENCE %		{	15		15		23		22						
	AVG. AUD. BY 1/4 HR.		{	3.3 3.7		3.9 4.1		5.9 6.4		5.4 5.5						
	TOTAL AUDIENCE (Households (000) & %)		{	5,150 6.3		5,180 6.1		3,270 3.8		5,730 5.6						
	NBC TV		{	TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (CO-OP)		TIME MACHINE		SALE OF THE CENTURY						
	AVERAGE AUDIENCE (Households (000) & %)		{	4,250 5.0		4,580 5.4		2,550 3.0		5,000 5.8						
	SHARE OF AUDIENCE %		{	22		21		11		13						
	AVG. AUD. BY 1/4 HR.		{	5.0 5.1		5.1 5.0		2.7 3.2		5.5 5.6						
TV HOUSEHOLDS USING TV WK. 1																
(See Def. 1) WK. 2																
1.5	6.2	8.4	20.0	21.9	23.3	24.3	24.6	24.9	26.2	26.7	26.9	27.0	27.3	27.0	27.2	27.4
4.3	11.5	8.8	20.9	22.5	23.7	24.3	24.6	25.1	25.8	26.0	26.3	26.6	27.1	27.1	27.4	27.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		3,310 3.9	4,080 4.8	3,650 4.3	4,750 5.6	9,930 11.7	8,830 10.4										
ABC TV		TRIVIA TRAP	FAMILY FEUD	RYAN'S HOPE	LOVING	ALL MY CHILDREN			ONE LIFE TO LIVE (SD)								
AVERAGE AUDIENCE (Households (000) & %)		2,390 3.4	2,480 4.1	3,140 3.7	4,080 4.8	7,900 9.3	8,830 10.4			8,830 10.4							
SHARE OF AUDIENCE %		11	14	12	1	26	25 *			28 *							
AVG. AUD. BY 1/4 HR. %		3.5	3.4	3.9	4.3	3.6	3.8	4.5	5.0	8.3	9.2	9.8	9.7	8.3	8.1	8.1	8.4
TOTAL AUDIENCE (Households (000) & %)		7,100 9.1	9,930 11.7	9,930 11.5			8,410 9.9			6,110 7.2							
CBS TV		PRICE IS RIGHT	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		6,000 7.0	6,000 7.0	7,300 8.6			6,620 7.8			5,520 6.5							
SHARE OF AUDIENCE %		29	36	27			23			23 *							
AVG. AUD. BY 1/4 HR. %		7.9	8	8.6			7.6			7.9							
TOTAL AUDIENCE (Households (000) & %)		7,810 9.2	5,170 6.8	4,080 4.8	3,740 4.4	8,490 10.0	6,620 7.8			5,520 6.5							
NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD (SD)								
AVERAGE AUDIENCE (Households (000) & %)		6,190 8.0	5,170 6.8	4,080 4.8	3,740 4.4	6,790 8.0	5,090 6.0			5,090 6.0							
SHARE OF AUDIENCE %		29	21	13	12	23	18			18 *							
AVG. AUD. BY 1/4 HR. %		7.8	8.3	5.9	6.0	4.0	4.2	3.8	3.9	7.4	7.8	8.2	8.3	6.4	6.0	5.9	5.7
TOTAL AUDIENCE (Households (000) & %)		7,100 9.1	9,930 11.7	9,930 11.7	9,930 11.7	9,930 11.7	9,930 11.7			9,930 11.7							
ABC TV		TRIVIA TRAP	FAMILY FEUD	RYAN'S HOPE	LOVING	ALL MY CHILDREN			ONE LIFE TO LIVE (SD)								
AVERAGE AUDIENCE (Households (000) & %)		3,140 3.7	3,310 4.0	3,060 3.6	3,820 4.5	7,390 8.7	6,710 7.9			6,710 7.9							
SHARE OF AUDIENCE %		11	14	12	1	26	25 *			28 *							
AVG. AUD. BY 1/4 HR. %		3.5	3.4	3.9	4.3	3.6	3.8	4.5	5.0	8.3	9.2	9.8	9.7	8.3	8.1	8.1	8.4
TOTAL AUDIENCE (Households (000) & %)		7,100 9.1	9,930 11.7	9,930 11.7	9,930 11.7	9,930 11.7	9,930 11.7			9,930 11.7							
CBS TV		PRICE IS RIGHT	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		6,000 7.0	6,000 7.0	7,300 8.6			6,620 7.8			5,520 6.5							
SHARE OF AUDIENCE %		29	37	27			23			23 *							
AVG. AUD. BY 1/4 HR. %		7.7	8.4	8.6			7.6			7.9							
TOTAL AUDIENCE (Households (000) & %)		7,560 8.9	5,170 6.8	3,820 4.5	3,230 3.8	8,070 9.5	6,710 7.9			5,520 6.5							
NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD (SD)								
AVERAGE AUDIENCE (Households (000) & %)		6,540 7.7	5,090 6.0	3,310 3.9	2,800 3.3	6,710 7.9	5,260 6.2			5,260 6.2							
SHARE OF AUDIENCE %		28	22	13	11	24	19			19 *							
AVG. AUD. BY 1/4 HR. %		7.8	7.8	6.0	6.0	3.7	4.0	3.2	3.4	7.3	7.8	8.2	8.2	6.5	6.2	6.2	5.9
TV HOUSEHOLDS USING TV WK 1		27.6	28.2	28.3	29.4	31.2	32.2	32.2	33.1	34.3	35.1	34.5	34.7	33.9	33.8	32.5	33.3
(See Def. 1) WK 2		27.6	28.2	28.2	29.0	30.2	31.2	31.1	31.5	32.6	33.5	33.0	33.1	32.6	32.7	31.9	32.5

U.S. TV Households: 84,900,000

For explanation of symbols See page A

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,530 12.4		GENERAL HOSPITAL										12,060 14.2 ABC WORLD NEWS TONIGHT					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,320 9.8		9.7*		10.0*								10,530 12.4					
	SHARE OF AUDIENCE %		{ 28		29 *		28 *								20					
	AVG. AUD. BY ¼ HR. %		{ 9.6		9.7		10.1		9.9								12.1 12.6			
	TOTAL AUDIENCE (Households (000) & %)		{ 8,570 10.1		GUIDING LIGHT (50) BODY LANGUAGE										14,520 17.1 CBS EVENING NEWS- RATHER					
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,050 8.3		8.1*		8.5*		2,460 2.9								12,900 15.2			
	SHARE OF AUDIENCE %		{ 24		24 *		23 *		8								24			
	AVG. AUD. BY ¼ HR. %		{ 7.9		8.3		8.5		8.4		2.8 3.0								15.1 15.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,410 5.2		SANTA BARBARA (S) (OP)										12,140 14.3 NBC NIGHTLY NEWS					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,060 3.6		3.6*		3.7*								10,780 12.7					
	SHARE OF AUDIENCE %		{ 10		11 *		10 *								20					
	AVG. AUD. BY ¼ HR. %		{ 3.7		3.4		3.5		3.8								12.3 12.1			
	TOTAL AUDIENCE (Households (000) & %)		{ 10,100 11.9		GENERAL HOSPITAL										11,120 13.1 ABC WORLD NEWS TONIGHT					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,070 9.5		9.4*		9.6*								9,760 11.5					
	SHARE OF AUDIENCE %		{ 28		28 *		28 *								19					
	AVG. AUD. BY ¼ HR. %		{ 9.3		9.5		9.6		9.5								11.2 11.6			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 8,150 9.6		GUIDING LIGHT (50) BODY LANGUAGE										14,180 16.7 CBS EVENING NEWS- RATHER					
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,540 7.7		7.6*		7.9*		2,210 2.6								12,740 15.0			
	SHARE OF AUDIENCE %		{ 23		23 *		23 *		7								25			
	AVG. AUD. BY ¼ HR. %		{ 7.4		7.7		8.0		7.9		2.5 2.6								14.9 15.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 4,920 5.8		SANTA BARBARA										11,890 14.0 NBC NIGHTLY NEWS					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,480 4.1		4.0*		4.3*								10,440 12.3					
	SHARE OF AUDIENCE %		{ 12		12 *		12 *								20					
	AVG. AUD. BY ¼ HR. %		{ 4.0		4.0		4.1		4.4								12.0 12.7			

TV HOUSEHOLDS USING TV WK. 1	74.3	35.3	36.5	38.0	38.6	40.6	42.1	43.9	46.0	48.1	49.6	52.7	57.2	60.1	61.8	63.1
(See Def. 1) WK. 2	33.1	34.4	35.2	36.3	36.6	38.8	40.1	42.1	44.4	47.2	49.6	52.4	56.0	58.7	60.5	61.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 2, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1	9.1	10.8	12.8	14.8	16.9	18.7	21.3	24.0	25.7	28.1	29.9	31.7	33.3	33.7	33.8	35.2
(See Def. 1)		WK. 2	9.1	11.0	13.0	15.4	18.0	21.0	23.7	25.3	27.1	28.3	29.1	29.7	30.8	32.3	32.5	32.1

U.S. TV Households 84,900,000

For explanation of symbols, See page A

DAY SAT. FEB. 9, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K D A Y	TOTAL AUDIENCE (Households (000) & %)	6,110 7.2		6,540 7.7		6,030 7.1		6,280 7.4								8,320 9.8	
	ABC TV	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE BOLD CAPEER		AMERICAN BANDSTAND								PRO BOWLERS TOUR (2:30-4:01PM)	
	AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8		5,690 6.7		5,090 6.0		3,740 4.4								4,840 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 5.8		19 6.4		16 5.6		12 4.5		4.3* 4.2		4.5* 4.5				14 4.6	4.9* 5.2
K E E K E N D	TOTAL AUDIENCE (Households (000) & %)	7,130 8.4		5,010 5.9		11,550 13.6								10,100 11.9			
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)				CBS NCAA BASKETBALL-SAT DEPAUL VS. LOUISVILLE OREGON STATE VS. STANFORD MULTI-SEGMENT TELECAST (40P)								NBA ON CBS-SAT PHILADELPHIA VS. NEW JERSEY (2:00-4:30PM) (DP)	
	AVERAGE AUDIENCE (Households (000) & %)	5,860 6.9		4,330 5.1		5,090 6.0	5.0*			6.0* 15 *		5.9* 15 *		3,480 4.1		4.1* 11 *	3.8* 10 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 7.0	6.7	14 5.3	4.8	15 5.0	13 *	5.9	6.2	6.2	5.7	6.0	6.8	4.1	4.1	3.8	3.8
T H U R S D A Y	TOTAL AUDIENCE (Households (000) & %)	7,390 8.7		6,540 7.7		6,200 7.3		5,520 6.5						8,660 10.2			
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK								NBC COLLEGE BASKETBALL VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST	
	AVERAGE AUDIENCE (Households (000) & %)	6,200 7.3		5,130 7.0		5,260 6.2		4,840 5.7						3,740 4.4		4.2* 11 *	4.5* 11 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 6.9	7.6	20 7.0	7.0	17 6.1	6.2	15 5.6	5.8					11 4.0	4.4	4.5	4.5
F R I D A Y	TOTAL AUDIENCE (Households (000) & %)	5,520 6.5		5,940 7.0		6,030 7.1		6,790 8.0									
	ABC TV	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS MISS SWITCH TO THE RESCUE		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		5,180 6.1		5,430 6.4		3,650 4.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 5.5	5.7	19 6.1	6.2	19 6.3	6.5	12 4.3	4.5* 4.6			4.2* 4.0					
S A T U R D A Y	TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		4,920 5.8		5,090 6.0				4,580 5.4		3,990 4.7		10,610 12.5			
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		SATURDAY SUPERCAR		POLE POSITION				CHARLIE BROWN/SNOOPY BAND (SD)		CBS NCAA BASKETBALL-SAT ST. JOHNS VS. KANSAS ST. JOHNS VS. VILLANOVA (2:00-4:07PM)			
	AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		4,080 4.8		2,890 3.4	2.9*			3,570 4.2		3,230 3.8		4,160 4.9		4.6* 13 *	3.9* 11 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 6.4	6.3	15 4.9	4.6	10 2.8	9 *	3.9	3.8	11 *	12	10	3.7	4.7	4.4	4.0	3.9
S U N D A Y	TOTAL AUDIENCE (Households (000) & %)	6,030 7.1		5,860 6.9		4,500 5.3		4,160 4.9		10,700 12.6							
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK						NBC COLLEGE BASKETBALL SMU VS. NORTH CAROLINA STATE (1:00-3:15PM)			
	AVERAGE AUDIENCE (Households (000) & %)	5,520 6.5		5,180 6.1		3,910 4.6		3,400 4.0		4,580 5.4						4.9* 14 *	5.7* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 6.3	6.8	21 6.1	6.1	14 4.5	4.7	12 4.0	4.0	15 4.3	4.6* 4.9	13 *	5.5	15 *	5.2	5.1	6.2
TV HOUSEHOLDS USING TV		WK. 1	35.0	36.0	35.4	36.8	36.5	37.5	38.1	38.4	36.8	37.9	37.2	38.2	38.5	39.8	40.5
(See Def. 1)		WK. 2	32.5	32.3	31.5	31.8	32.2	34.1	34.1	35.0	34.8	35.5	36.3	36.7	35.8	35.8	35.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. FEB. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 2, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE
(Households (000) & %)15,620
18.4

9,340

11.0

ABC WIDE WORLD NEWS
TONIGHT-SAT

ABC TV

PRO BOWLERS TOUR
(2:30-4:01PM)
(-OP)ABC WIDE WORLD-SPORTS SAT
(4:01-6:00PM)
(OP)AVERAGE AUDIENCE
(Households (000) & %)

7,130

8,150

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

5.9*	6.0	6.0	6.3	7.5	7.9	8.4	8.0	8.6	8.2	9.3	9.4	9.6	9.6
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TOTAL AUDIENCE
(Households (000) & %)

8,740

10,020

11.8

CBS SAT. NEWS-
SCHIEFFER

CBS TV

NBA ON CBS-SAT
PHILADELPHIA VS NEW JERSEY
(2:08-4:39PM)
(-OP)BING CROSBY-PRO AM-SAT.
(4:39-6:00PM)
(OP)AVERAGE AUDIENCE
(Households (000) & %)

4,840

8,570

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3.4*	3.2	3.6	3.9	4.5	5.1	5.7	4.8	5.3	5.5*	6.2	6.5*	9.5	10.7
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TOTAL AUDIENCE
(Households (000) & %)

7,050

7,980

9.4

NBC NIGHTLY NEWS-
SAT.

NBC TV

NBC COLLEGE BASKETBALL
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)SPORTSWORLD-SAT.
MULTI-SEGMENT TELECAST
(OP)AVERAGE AUDIENCE
(Households (000) & %)

4,250

6,790

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4.1*	4.2	4.3	4.3	3.5	3.6	4.9	5.7	5.7	5.8*	5.7	7.7	8.4
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TOTAL AUDIENCE
(Households (000) & %)

8,660

11,870

10,870

12.9

ABC WIDE WORLD
TONIGHT-SAT

ABC TV

PRO BOWLERS TOUR
(3:00-4:31PM)
(-OP)ABC WIDE WORLD-SPORTS SAT
(4:31-6:00PM)
(OP)AVERAGE AUDIENCE
(Households (000) & %)

5,950

5,600

9,080

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

6.3	5.4*	6.5	6.6*	7.0	7.1	6.2	6.1	6.4	6.7*	7.0*	10.7	10.8
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TOTAL AUDIENCE
(Households (000) & %)

10,440

10,870

12.8

CBS SAT. NEWS-
SCHIEFFER

CBS TV

CBS NCAA BASKETBALL-SAT
MEMPHIS VS KANSAS
ST. JOHN'S VS VILLANOVA
(3:00-4:07PM)(-OP)CBS SPORTS SATURDAY
(4:07-6:00PM)
(OP)AVERAGE AUDIENCE
(Households (000) & %)

4,750

9,510

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4.7*	5.3	5.5	6.5	4.0	4.4	5.0	4.7	6.1	6.3*	6.1	10.9	11.4
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TOTAL AUDIENCE
(Households (000) & %)

7,130

8.4

7,390

5,690

6.7

NBC NIGHTLY NEWS-
SAT.

NBC TV

(1)

NBC COLLEGE BSKBL 2-SAT.
BYRACUSE VS NOTRE DAME
UCLA VS WASHINGTON
(3:15-5:00PM)(-OP)HAWAIIAN OPEN GOLF-SAT
(5:08-6:30PM)
(OP)AVERAGE AUDIENCE
(Households (000) & %)

2,800

4,080

4,580

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

7.0*	3.3	2.9	2.6	2.7	3.0	3.4	4.4	4.3	4.2*	5.1*	5.0*	5.4
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TV HOUSEHOLDS USING TV WK. 1
(Base Def. 1)

41.0	42.0	42.9	42.9	43.5	44.4	45.6	46.6	47.7	48.3	49.1	51.1	53.8	54.9	56.7	58.5
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U.S. TV households: 44,900,000

(1) NBC COLLEGE BASKETBALL, SMU VS NORTH CAROLINA STATE, NBC, (1:00-3:15PM)

For explanation of symbols, see page 4.

DAY SAT. FEB. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	6.4	7.3	9.2	11.4	14.2	16.9	18.8	21.2	24.2	25.7	26.7	28.1	30.2	32.0	32.5	33.9
(See Def. 1) WK. 2	6.1	7.6	9.4	11.2	14.5	17.2	18.9	20.6	23.0	25.2	25.8	27.2	29.4	30.6	31.5	32.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. FEB. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,220 8.5				1,100 1.3				5,860 6.9								
	ABC TV	THIS WEEK-DAVID BRINKLEY				SPORTSBEAT				USA VS WRLD-AMATEUR BOXING (2:30-4:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	4,500 5.3				850 1.0				2,800 3.3								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	5.1* 14				5.4* 15				2.5* 8								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,630 13.7				5,260 6.2				6,790 8.0				6,3* 16				
	CBS TV	CBS NCAA BASKETBALL-SUN ARKANSAS VS GEORGETOWN (1:00-3:05PM) (-OP)				MEET THE PRESS				NBC COLLEGE BASKETBALL-SU ILLINOIS VS HOUSTON (1:00-3:01PM) (-OP)				6.3* 16				
	AVERAGE AUDIENCE (Households (000) & %)	5.8* 16				2.9* 8				2.9* 8				3.2* 8				
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	6.3* 16				2.7 3.2				2.7 3.1				3.2 3.3				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	8,030 7.1				1,270 1.5				8,450 7.8								
	ABC TV	THIS WEEK-DAVID BRINKLEY				SPORTSBEAT				NBA ALLSTAR GAME (1:45-4:30PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	3,740 4.4				930 1.1				4,840 5.7								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	4.1* 12				4.7* 13				5.3* 14								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	6,450 7.8				8,570 10.1				8,450 7.8				8,450 7.8				
	CBS TV	BUSH CLASH (1:00-3:05PM) (-OP)				MEET THE PRESS				NBC COLLEGE BASKETBALL-SU NORTH CAROLINA STATE VS LSU				10.7* 26				
	AVERAGE AUDIENCE (Households (000) & %)	5.8* 16				2.9* 8				2.9* 8				3.2* 8				
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	6.3* 16				2.7 3.2				2.7 3.1				3.2 3.3				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	3,740 4.4				8,570 10.1				8,450 7.8				8,450 7.8				
	ABC TV	THIS WEEK-DAVID BRINKLEY				SPORTSBEAT				NBA ALLSTAR GAME (1:45-4:30PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	3,740 4.4				930 1.1				4,840 5.7								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	4.1* 12				4.7* 13				5.3* 14								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	6,450 7.8				8,570 10.1				8,450 7.8				8,450 7.8				
	CBS TV	BUSH CLASH (1:00-3:05PM) (-OP)				MEET THE PRESS				NBC COLLEGE BASKETBALL-SU NORTH CAROLINA STATE VS LSU				10.7* 26				
	AVERAGE AUDIENCE (Households (000) & %)	5.8* 16				2.9* 8				2.9* 8				3.2* 8				
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	6.3* 16				2.7 3.2				2.7 3.1				3.2 3.3				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	34.9	35.4	36.3	36.7	36.8	36.9	36.4	37.8	37.8	39.3	39.5	40.3	40.0	40.4	41.1	41.4
		WK. 2	33.0	34.1	35.4	35.6	35.4	36.8	36.5	36.4	36.2	36.3	37.5	39.2	39.9	40.6	41.4	41.8

U.S. TV Households: 84,000,000

(1) NBA ALLSTAR PRE-GAME, CBS, (1:36-1:49PM)(5)

For explanation of symbols, See page A.

DAY SUN. FEB. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 3, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,690 17.3 — USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM) — ABC WIDE WORLD-SPORTS SUN —															9,760 11.5 ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		3.4*		4.0*	6,540 7.7	6.6*		7.2*		7.9*		9.1*				7,730 9.1
	SHARE OF AUDIENCE %		8 *		9 *	16	15 *		15 *		16 *		17 *				15
	AVG. AUD. BY ¼ HR. %	3.2	3.7	3.8	4.2	6.4	6.7	7.3	7.2	7.8	8.0	8.8	9.4				9.3 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,230 14.4	BING CROSBY-PRO AM-SUN. (3:05-8:00PM) (OP)														11,380 13.4 CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)	5,770 6.8	4.8*		5.5*		6.5*		7.0*		7.9*		8.8*	9,420 11.1			
	SHARE OF AUDIENCE %	15	12 *		13 *		15 *		15 *		16 *		17 *	18			
	AVG. AUD. BY ¼ HR. %	4.9	4.7	5.2	5.7	6.4	6.6	6.9	7.1	7.6	8.1	8.9	8.8	10.3	11.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	10,610 12.5	NBC COLLEGE BSKBL 2-SUN. NOTRE DAME VS UCLA (3:01-5:02PM) (OP)														10,780 12.7 NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8	5.0*		5.6*		6.2*		6.5*					9,170 10.8			
	SHARE OF AUDIENCE %	13	13 *		14 *		14 *		14 *					17			
	AVG. AUD. BY ¼ HR. %	5.0	5.0	5.5	5.6	6.3	6.1	6.1	6.8	7.0				10.5	11.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,500 15.9 — USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM) — ABC WIDE WORLD-SPORTS SUN —															9,760 11.5 ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		3.5*		3.7*	5,690 6.7	4.5*		6.5*		7.6*		8.4*				8,410 9.9
	SHARE OF AUDIENCE %		9 *		9 *	14	10 *		14 *		15 *		16 *				17
	AVG. AUD. BY ¼ HR. %	3.6	3.4	3.5	3.8	4.3	4.6	6.1	6.9	7.7	7.5	7.7	9.1				9.9 9.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,720 13.8 — NBA ALLSTAR GAME (1:00-4:30PM) — CBS SPORTS SUNDAY — CBS EVENING NEWS-SUNDAY															11,460 13.5
	AVERAGE AUDIENCE (Households (000) & %)		11.0*		11.1*	5,690 6.7	11.7*		7.0*		6.6*		6.5*	9,590 11.3			
	SHARE OF AUDIENCE %		27 *		26 *	14	27 *		16 *		14 *		13 *	19			
	AVG. AUD. BY ¼ HR. %	10.9	11.0	11.1	11.1	12.2	11.1	7.0	7.1	7.0	6.2	6.7	6.3	10.6	12.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	10,610 12.5	HAWAIIAN OPEN GOLF-SUN (4:30-8:35PM) (OP)														5,010 5.9 NBC NIGHTLY NEWS-SUN (8:35-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	5,010 5.9					5.2*		5.6*				6.5*		6.3*	4,250 5.0	
	SHARE OF AUDIENCE %	12					12 *		12 *				13 *		11 *	8	
	AVG. AUD. BY ¼ HR. %	5.4					5.1	5.4	5.8	6.3			6.6	6.4	6.1	4.4	5.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	41.1	41.6	41.6	43.0	44.4	45.8	47.1	49.5	50.5	52.2	54.2	56.4	59.4	62.4	63.2
		WK. 2	41.5	41.4	42.1	44.0	44.9	46.3	46.9	48.1	49.7	51.0	53.1	55.1	58.2	59.9	60.9
U.S. TV Households: 84,900,000																	

For explanation of symbols, See page A.

DAY SUN. FEB. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-MON		10.01-10.02PM	10.00	21,900	25.8	21,900	25.8	37	25.8	14,350	16.9	14,350	16.9	23	16.9		
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45							19,100	22.5	19,100	22.5	32	22.5		
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	12,230	14.4	12,230	14.4	21	14.4	12,650	14.9	12,650	14.9	22	14.9		
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	2	8.32- 8.33PM	8.30							14,430	17.0	14,430	17.0	24	17.0		
	1	8.58- 8.59PM	8.45	20,210	23.8	20,210	23.8	34	23.8								
ABC ABC NEWSBRIEF-WED	2	8.58- 8.59PM	8.45							15,030	17.7	15,030	17.7	25	17.7		
	1	8.58- 9.59PM	9.45	21,560	25.4	21,560	25.4	37	25.4								
ABC STATE-UNION ANALYSIS-ABC(SUS)	2	9.48-10.00PM	9.45														
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS STATE-UNION ANALYSIS-1(S)	2	9.47- 9.51PM	9.45							9,590	11.3	8,910	10.5	15	10.5		
CBS STATE-UNION ANALYSIS-2(S)	2	10.20-10.37PM	10.30							5,940	7.0	5,690	6.7	10	6.8		
NBC STATE-UNION ANALYSIS II(SUS)	2	10.52-11.00PM	10.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,760	11.5	9,760	11.5	16	11.5	9,930	11.7	9,930	11.7	17	11.7		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI		8.42- 8.43PM	8.30	15,280	18.0	15,280	18.0	27	18.0	14,430	17.0	14,430	17.0	26	17.0		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	10,360	12.2	10,360	12.2	18	12.2	10,100	11.9	10,100	11.9	18	11.9		
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,330	15.7	13,330	15.7	24	15.7	11,380	13.4	11,380	13.4	22	13.4		
ABC ABC NEWSBRIEF-SAT.	1	9.55- 9.56PM	9.45	15,370	18.1	15,370	18.1	28	18.1								
	2	9.58- 9.59PM	9.45							13,330	15.7	13,330	15.7	26	15.7		
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	11,800	13.9	11,800	13.9	21	13.9	9,850	11.6	9,850	11.6	19	11.6		
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	12,310	14.5	12,310	14.5	22	14.5	10,360	12.2	10,360	12.2	20	12.2		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,460	13.5	11,460	13.5	21	13.5	10,870	12.8	10,870	12.8	21	12.8		
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,340	11.0	9,340	11.0	17	11.0								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.56- 8.58PM	8.45	15,110	17.8	14,690	17.3	23	17.3								
	2	9.00- 9.02PM	9.00							15,200	17.9	14,860	17.5	24	17.5		
ABC ABC NEWSBRIEF-SUN.	1	9.53- 9.54PM	9.45	16,810	19.8	16,810	19.8	28	19.8								
	2	9.56- 9.57PM	9.45							15,540	18.3	15,540	18.3	26	18.3		
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,470	19.4	16,470	19.4	26	19.4	17,830	21.0	17,830	21.0	29	21.0		
	2	9.02- 9.03PM	9.00														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	14,520	17.1	14,520	17.1	24	17.1		16,390	19.3	16,390	19.3	28	19.3			
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	11,630	13.7	11,630	13.7	18	13.7		12,480	14.7	12,480	14.7	20	14.7			
NBC NBC NEWS DIGEST-2-SUN.	2	9.51- 9.52PM	9.45								12,570	14.8	12,570	14.8	21	14.8			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS-NIGHTLINE	1	>	11.30	6,370	7.5	4,920	5.8	16	6.7	M-F									
	2	11.30-12.00MD	11.30								6,370	7.5	5,180	6.1	16	6.7	MTUWF		
			11.45						5.2	M-F						5.4	MTUWF		
			12.00						4.4	MON.									
ABC VIEWPOINT(S)	2	11.30- 1.00AM	11.30								6,110	7.2	2,890	3.4	12	5.5	THU.		
			11.45											4.8*	14*	4.1	THU.		
			12.00													3.4	THU.		
			12.15											3.1*	11*	2.8	THU.		
			12.30													2.5	THU.		
			12.45											2.3*	11*	2.0	THU.		
ABC ABC ROCKS		12.00-12.32AM	12.00	2,380	2.8	1,700	2.0	6	2.1	FRI.	2,120	2.5	1,610	1.9	6	2.0	FRI.		
			12.15						2.0	FRI.						1.8	FRI.		
			12.30						2.2	FRI.						1.9	FRI.		
ABC EYE ON HOLLYWOOD	1	>	12.00	1,530	1.8	1,270	1.5	5	1.7	M-TH									
	2	12.00-12.30AM	12.00								1,780	2.1	1,440	1.7	6	1.9	M-W		

			12.15						1.4	M-TH						1.6	M-W
			12.30						1.3	M-W							
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	13,670	16.1	13,670	16.1	23	16.1	MTUTH	12,990	15.3	12,990	15.3	22	15.3	TU&TH
CBS NEWSBREAK-M-F		>	9.45	12,570	14.8	12,060	14.2	21	14.7	M-F	13,240	15.6	13,240	15.6	23	17.2	MTUTHF
			10.00													10.8	TUE.
CBS LATE MOVIE I		>	11.30	7,470	8.8	5,090	6.0	18	6.4	M-F	7,300	8.6	5,010	5.9	18	6.4	M-F
			11.45				6.2*	16*	6.0	M-F				6.2*	17*	6.0	M-F
			12.00						5.9	M-F						5.8	M-F
			12.15				5.9*	20*	5.8	M-F				5.7*	20*	5.6	M-F
			12.30				5.5*	23*	5.6	M-F				5.5*	22*	5.5	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,080	4.8	3,310	3.9	20	4.3	M-F	4,330	5.1	3,400	4.0	21	4.3	M-F
			12.45				4.1*	18*	4.0	M-F				4.3*	20*	4.3	M-F
			1.00						3.8	M-F						3.9	M-F
			1.15				3.7*	21*	3.6	M-F				3.8*	22*	3.7	M-F
			1.30													2.8	WED.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,020	1.2	930	1.1	12	1.2	M-THSU	1,020	1.2	930	1.1	11	1.1	M-THSU
			2.15						1.1	M-THSU						1.1	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,040	2.4	850	1.0	22		M-THSU	1,950	2.3	930	1.1	22		M-THSU
			2.30						1.4	SUN.						.9	SUN.
			2.45				1.2*	19*	1.1	SUN.				.9*	13*	.9	SUN.
			3.00						1.3	M-THSU						1.4	M-THSU
			3.15				1.2*	21*	1.1	M-THSU				1.3*	20*	1.3	M-THSU
			3.30						1.1	M-THSU						1.2	M-THSU
			3.45				1.1*	23*	1.1	M-THSU				1.2*	22*	1.2	M-THSU
			4.00						1.0	M-THSU						1.2	M-THSU
CONT'D																	

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OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	SHARE	%			HOUSEHOLDS	SHARE	%	HOUSEHOLDS	SHARE			%	
				(000)	%	(000)	%	%	(000)	%	%								
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.15					1.0* 25*	1.0	M-THSU				1.2* 26*	1.2	M-THSU			
			4.30						1.0	M-THSU					1.1	M-THSU			
			4.45					.9* 24*	.9	M-THSU				1.1* 24*	1.0	M-THSU			
			5.30						1.1	M-THSU					1.1	M-THSU			
			5.45					1.1* 24*	1.1	M-THSU				1.0* 21*	1.1	M-THSU			
CBS CBS NIGHTWATCH-2-MO.(B)	1	2.30- 3.00AM	2.30	1,270	1.5	1,100	1.3	21	1.4	MON.									
			2.45						1.2	MON.									
CBS CBS NIGHTWATCH-2-TH.(B)	1	2.30- 3.16AM	2.30	1,610	1.9	1,270	1.5	20	1.8	THU.									
			2.45					1.7* 21*	1.6	THU.									
			3.00						1.2	THU.									
			3.15					1.2* 18*	1.1	THU.									
CBS CBS NIGHTWATCH-2-TU.(B)	1	2.30- 3.00AM	2.30	1,270	1.5	1,020	1.2	16	1.3	TUE.									
			2.45						1.2	TUE.									
CBS CBS NIGHTWATCH-2-WE.(B)	1	2.30- 3.00AM	2.30	1,100	1.3	1,020	1.2	16	1.3	WED.									
			2.45						1.1	WED.									
CBS CBS-NIGHTWATCH-2-MON(B)	2	2.30- 3.00AM	2.30								1,360	1.6	1,190	1.4	16	1.5	MON.		
			2.45												1.4	MON.			
CBS CBS-NIGHTWATCH-2-THU(B)	2	2.30- 3.00AM	2.30								1,440	1.7	1,270	1.5	18	1.6	THU.		
			2.45												1.3	THU.			
CBS CBS-NIGHTWATCH-2-TUE(B)	2	2.30- 3.00AM	2.30								1,190	1.4	1,100	1.3	16	1.3	TUE.		
			2.45																
CBS CBS-NIGHTWATCH-2-WED(B)	2	2.30- 3.00AM	2.30								1,190	1.4	1,020	1.2	16	1.3	TUE.		
			2.45												1.2	WED.			
NBC NBC NEWS DIGEST-M-F	>		8.45	13,410	15.8	13,410	15.8	22	15.8	M-F	12,900	15.2	12,900	15.2	21	15.2	M-F		
NBC NBC NEWS DIGEST-2-M-F	>		9.45	13,160	15.5	13,160	15.5	22	15.5	M & W	13,410	15.8	13,410	15.8	23	11.6	M & F		
			10.00												19.9	MON.			
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,780	12.7	6,880	8.1	24	8.9	M-F	9,930	11.7	6,370	7.5	23	8.5	M-F		
			11.45				8.6*	23*	8.3	M-F				8.1*	22*	7.7	M-F		
			12.00						8.1	M-F						7.6	M-F		
			12.15					7.7* 26*	7.2	M-F				6.9* 24*		6.2	M-F		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,990	4.7	3,400	4.0	19	4.2	M-TH	3,910	4.6	3,230	3.8	18	4.1	M-TH		
			12.45						3.7	M-TH						3.6	M-TH		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.5	3,230	3.8	16	5.4	FRI.	4,840	5.7	2,380	2.8	13	4.2	FRI.		
			12.45				5.0*	17*	4.6	FRI.				3.6*	13*	3.0	FRI.		
			1.00						3.8	FRI.						2.6	FRI.		
			1.15				3.7*	16*	3.7	FRI.				2.5*	11*	2.4	FRI.		
			1.30						2.9	FRI.						2.3	FRI.		
			1.45				2.8*	15*	2.7	FRI.				2.2*	12*	2.1	FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,890	3.4	2,460	2.9	18	3.2	M-TH	2,800	3.3	2,380	2.8	18	3.0	M-TH		
			1.15						2.6	M-TH						2.6	M-TH		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,780	2.1	1,610	1.9	20	1.9	M-F	1,530	1.8	1,440	1.7	17	1.7	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,290	2.7	2,120	2.5	18	2.5	M-F	2,120	2.5	2,040	2.4	16	2.4	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	7,640	9.0	7,640	9.0	27	9.0	M-F									
	2	>	2.45								7,470	8.8	7,560	8.9	28	8.8	M-F		

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OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	8.30 6.45	1,530	1.8	1,190	1.4	15	1.2 1.6	M-F M-F	1,530	1.8	1,270	1.5	15	1.3 1.6	M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,220	8.5	6,960	8.2	28	8.2	M-F	7,050	8.3	6,790	8.0	28	8.0	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,940	7.0	5,600	6.6	18	6.6	M-F	5,600	6.6	5,350	6.3	18	6.3	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,290	2.7	1,610	1.9	15	1.5 2.4	M-F M-F	2,630	3.1	1,870	2.2	16	1.7 2.7	M-F M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,080	4.8	4,080	4.8	15	4.8	MWF	4,500	5.3	4,500	5.3	16	5.3	MWF
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00 4.15 4.30 4.45	5,260	6.2	3,570	4.2	10	3.9 3.8 4.5 4.6	TUE. TUE. TUE. TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,970	3.5	2,460	2.9	17	2.9		4,160	4.9	3,740	4.4	22	4.4	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	5,260	6.2	4,580	5.4	17	5.4		5,940	7.0	5,090	6.0	20	6.0	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,750	5.6	4,250	5.0	15	5.0		5,180	6.1	4,410	5.2	16	5.2	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	5,690	6.7	4,840	5.7	16	5.7		5,520	6.5	4,840	5.7	18	5.7	
ABC PRO BOWLERS TOUR	1	2.30- 4.01PM	-GRID	8,320	9.8	4,840	5.7	14			8,660	10.2	5,350	6.3	16		
	2	3.00- 4.31PM	-GRID														
			4.00 4.30						6.3							6.5	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,890	3.4	2,550	3.0	18	3.0		3,480	4.1	3,140	3.7	19	3.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,330	5.1	3,740	4.4	19	4.4		5,090	6.0	4,670	5.5	23	5.5	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,770	6.8	5,430	6.4	20	6.4		5,860	6.9	5,430	6.4	21	6.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,030	7.1	5,090	6.0	17	6.0		5,350	6.3	4,920	5.8	18	5.8	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,160	4.9	3,740	4.4	12	4.4		4,410	5.2	3,740	4.4	14	4.4	
CBS CBS NCAA BASKETBALL-SAT	1	12.00- 2.07PM	-GRID 2.00	11,550	13.6	5,090	6.0	15	7.7* 19*	7.3							
CBS IN THE NEWS- 1.56PM	2	1.58- 1.59PM	1.45								3,570	4.2	3,230	3.8	10	3.8	
CBS CBS NCAA BASKETBALL-SAT	2	2.00- 4.07PM	-GRID 4.00								10,610	12.5	4,160	4.9	14	6.7* 18*	6.7
CBS NBA ON CBS-SAT(S)	1	2.08- 4.39PM	-GRID 4.30	10,100	11.9	3,480	4.1	10	5.9* 13*	5.9							
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,990	4.7	3,820	4.5	26	4.5		3,990	4.7	3,910	4.6	23	4.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,750	5.6	4,410	5.2	23	5.2		4,250	5.0	4,080	4.8	20	4.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,810	9.2	7,560	8.9	27	8.9		6,960	8.2	6,710	7.9	25	7.9	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,390	8.7	6,960	8.2	23	8.2		6,540	7.7	6,200	7.3	23	7.3	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	5,010	5.9	4,670	5.5	15	5.5		3,990	4.7	3,820	4.5	13	4.5	
NBC NBC COLLEGE BASKETBALL	1	2.00- 4.13PM	-GRID 4.00 4.15	8,660	10.2	3,740	4.4	11	4.9* 11*	5.2 .6							
NBC NBC COLLEGE BSKBL 2-SAT.(S)	2	3.15- 5.08PM	-GRID 5.00								7,130	8.4	2,800	3.3	9	5.1* 12*	5.1

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVL AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVL AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	2	6.30- 7.00AM	6.30														
CBS BUSCH CLASH(S)	2	1.00- 1.36PM	-GRID 1.30								6,450	7.6	4,840	5.7	16	6.6*	18*
CBS CBS NCAA BASKETBALL-SUN	1	1.00- 3.05PM	-GRID 3.00	11,630	13.7	5,260	6.2	16	6.4								
CBS NBA ALLSTAR PRE-GAME(S)	2	1.36- 1.49PM	-GRID 1.45								5,940	7.0	5,430	6.4	17	7.1	
NBC NBC COLLEGE BASKETBALL-SU	1	1.00- 3.01PM	-GRID 3.00	6,790	8.0	2,720	3.2	8	4.0								
NBC HAWAIIAN OPEN GOLF-SUN(S)	2	4.30- 6.35PM	-GRID 6.30								10,610	12.5	5,010	5.9	12	6.4	